

STEPHANIE MARIE MCKINLEY

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industry EXPERIENCE

The Everygirl Remote
Contributing Culture Writer Aug. 2021 to present

- Pitched and wrote 1-2 articles per month about books, movies, TV shows, and podcasts
- Followed AP Style and The Everygirl's editorial standards

Penguin Random House New York, NY
Senior Digital Developer June 2017 to Jan. 2019
Technical Producer April 2016 to June 2017

- Managed production calendars for a suite of websites and ensured content, design, and development deadlines were hit by internal and external colleagues
- Contributed to copy editing of articles, newsletters, and social media content
- Defined and executed digital strategy in collaboration with marketing, publicity, and editorial teams
- Hired and supervised associate email marketing manager
- Used user research, best practices, and brand guidelines to design and develop websites

Macmillan New York, NY
Digital Marketing Associate June 2014 to April 2015
Digital Marketing Assistant July 2013 to June 2014

- Managed website content calendar by writing articles, reviewing pitches, editing articles written by colleagues and authors, and following SEO best practices
- Created data-driven marketing campaigns based on past campaign results by performing A/B tests and monitoring analytics in multiple reporting tools
- Developed and executed email marketing and social media campaigns by designing graphics, filming videos, and scheduling content

YARN: The Young Adult Review Network Remote
Public Relations and Editorial Assistant Sept. 2012 to Oct. 2013

- Wrote articles about issues in young adult literature
- Evaluated fiction and essay submissions and sent form and personalized rejection letters
- Wrote press releases and pitches about upcoming content
- Maintained publicity databases by updating contacts and creating new media lists
- Designed, launched, and managed Tumblr and assisted with Facebook and Twitter

SUNY Plattsburgh Plattsburgh, NY
Writer and Editor Jan. 2012 to Dec. 2012

- Edited pages from news, sports, opinion, and culture sections of award-winning student newspaper, Cardinal Points, for grammar, headlines, photograph captions, jumps, and AP Style
- Wrote press releases for The Press Republican, local newspaper that reaches over 20,000 readers, and feature articles for The Calling Card, alumni newsletter that reaches over 30,000 readers, about students and events
- Wrote editorial letters describing evaluations of adult fiction, nonfiction, and poetry manuscripts for student literary journal, The Saranac Review

additional PRODUCT MANAGEMENT EXPERIENCE

Xceleration Remote
Senior Product Design Manager March 2022 to present
Product Design Manager June 2020 to March 2022

- Led product design for suite of SaaS products by defining product requirements, creating wireframes, and collaborating with a team of designers to define brand strategy and create high-fidelity designs
- Defined and executed production calendar of new development, enhancements, and requested updates
- Mentored a team of designers by prioritizing projects, providing feedback, and encouraging continuous development through education and knowledge sharing
- Increased efficiency by implementing a product development process and creating a design system

Burn Boot Camp Huntersville, NC
Web Developer June 2019 to June 2020

- Used design research, user surveys, and stakeholder interviews to define website strategy and create designs
- Collaborated with marketing team to write and edit copy and source images
- Developed websites in a two-week sprint schedule in a team of developers

Red Ventures Fort Mill, SC
Front End Developer Jan. 2019 to June 2019

- Led project planning by communicating requirements, regularly liaising between business and technical teams, and managing development sprint schedules
- Developed websites using HTML5, CSS3, SCSS, JavaScript, React, and EJS in a team of 10+ front end and back end developers
- Ensured products were market ready by managing quality assurance testing, including editing copy and removing and replacing broken links and images

AKA NYC New York, NY
Junior Digital Developer April 2015 to April 2016

- Participated in website production process from concept through completion by defining product strategy and creating wireframes
- Secured new business by pitching to clients and prospects
- Developed mobile responsive WordPress websites with HTML5, CSS3, SCSS, JavaScript, PHP, and MySQL
- Ensured website content, design, and development followed SEO best practices and accessibility standards

higher EDUCATION

SUNY Plattsburgh Plattsburgh, NY
Bachelor of Arts in English December 2012

- Achieved a 3.9 GPA (Summa Cum Laude)
- Received the Earl Harlan Award in English, the Award for Excellence in the Composition Essay, and the Frances C. Lippincott Memorial Scholarship