

# STEPHANIE MARIE MCKINLEY

stephaniemmckinley.com | stephanie@stephaniemmckinley.com | 860-748-6840 | Charlotte, NC

## *industry* EXPERIENCE

The Everygirl Remote  
Contributing Entertainment Writer Aug. 2021 to present

- Pitched and wrote timely and evergreen content about books, movies, TV shows, and podcasts
- Fostered relationships with authors, publicists, and other industry contacts
- Followed SEO best practices, 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, sales, and editorial teams
- Hired and supervised associate email marketing manager

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* EXPERIENCE

Xceleration Remote  
Senior Product Design Manager March 2022 to May 2023  
Product Design Manager June 2020 to March 2022

- Collaborated with product, design, and engineering to define and execute website production calendars
- Presented to stakeholders to explain design rationale and achieve alignment
- Improved communication between product, design, and engineering by developing an intake process, creating a design system, and transitioning design software
- Mentored a team of designers by prioritizing projects, providing feedback, and encouraging continuous development through education and knowledge sharing

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

- Used design research, user surveys, and stakeholder interviews to design and develop marketing websites
- Collaborated with marketing team to write and edit copy and source images and videos

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

- Led project planning by communicating requirements and regularly liaising between business and technical teams
- Ensured products were market ready by managing QA, including editing copy

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

- Ensured website content, design, and development followed SEO best practices and accessibility standards
- Designed graphics in Adobe Photoshop
- Secured new business by pitching to clients and prospects

## *technical* SKILLS

Social Media: Instagram, TikTok, Facebook, Twitter, Pinterest, Tumblr, Planoly, Tint, Spredfast

Analytics: Adobe Analytics, Google Analytics, Pendo, Convert A/B Testing, New Relic

Email Marketing: Cheetah Digital, ExactTarget, MailChimp

Design: Adobe XD, Adobe Photoshop, Adobe InDesign, Adobe Illustrator, Adobe Premiere Pro, Figma, Canva, Sketch, InVision

Development: HTML5, CSS3, SCSS, JavaScript, jQuery, React, PHP, MySQL, JIRA

## *higher* EDUCATION

State University of New York (SUNY) College at Plattsburgh  
Bachelor of Arts in English with a Business Minor

Dec. 2012

Overall GPA: 3.9 (Summa Cum Laude)