

Stephanie Groom

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Marketing professional who leverages extensive background in technical and article writing, web design, and SEO in various long term positions. Wealth of different industry experience.

Work Experience

Marketing Manager

Milltown Plumbing - Chelmsford, MA

April 2023 to Present

- Manage external marketing vendors
- Ensure marketing campaigns across various media are within budget
- Create and maintain print marketing materials

Communications Specialist

Zehnder Rittling - Hampton, NH

September 2018 to May 2023

- Manage website SEO and content
- Help in IT duties as necessary
- Copywriting advertising materials

Freelance Ghostwriter

2013 to 2019

- Wrote a fantasy book series, 3 novels
- Wrote short romance stories of 2000-3000 words each

Marketing Manager

Aurum Recovery Group - Goffstown, NH

March 2018 to August 2018

- Managing marketing efforts for electronics recycling company
- Creating web content, social media content, and written printed materials
- Implementing marketing strategies for direct mail and events

Digital Content Administrator

Searchpro Systems - Nashua, NH

2017 to 2018

- Content writer for search engine marketing company
- Researching and creating unique content for wide variety of industries
- Maintaining social media accounts and monthly blogs for clients

Marketing Manager

Lives International - Nashua, NH

2016 to 2017

- Managing marketing division of biotech company
- Creating web content and implementing marketing strategies online and at tradeshow
- Customer database management
- Analyzing and presenting customer and partner data from Google Analytics and internal records

MannMade Digital Video

2016 to 2016

Wrote and self-published short story collection with numerous downloads in 2016.

Web Administrator

Instabill - Portsmouth, NH

2015 to 2016

- SEO and PPC management for suite of payment processing websites
- Analyzing customer and partner data from Google Analytics and internal records
- Website design
- Creating and implementing internet, email, and social media marketing strategies

Camera operator

MannMade Digital Video - Westford, MA

2006 to 2016

Operated a camera for events, maintained equipment, performed miscellaneous office duties
Additional Background

Marketing Copywriter

Vacation Innovations - Exeter, NH

2013 to 2015

- Writing content for multiple vacation ownership websites
- SEO research and implementation
- Analyzing customer data from Google Analytics
- Email marketing
- HTML, CSS, and PHP web design

Author-Ready To Go

MannMade Digital Video

2014 to 2014

Wrote new adult novel released September 2014.

DrawnCon, Inc - Lowell, MA

2012 to 2014

Helped found a nonprofit organization dedicated to arts education, managed volunteers

Copywriter

ForceChange.com

2012 to 2013

Write and design petitions and persuasive articles for political activism website.

Copywriter

ForceChange.com

2012 to 2012

Wrote instruction guides for home improvement website, provided SEO management.

Copywriter/Copyeditor

ForceChange.com

2011 to 2012

Write and edit articles for tutoring help website, writing biographies of tutors, provided SEO management services.

E-Publishing Intern

ForceChange.com

2011 to 2011

Wrote and edited manuscripts for e-publishing, collaborated with authors on guiding their manuscripts through the publishing process

Education

B.A. in Professional Writing and Technical Communication

University of Massachusetts Amherst - Amherst, MA

Skills

- Google Analytics
- Copywriting
- SEM
- Digital Marketing
- Search Engine Optimization (SEO)
- Marketing
- Digital marketing
- Email marketing
- PPC Campaign Management
- Google Analytics
- SEO
- Research
- SEM
- Web design
- Customer service
- Blogging
- CSS
- Copywriting
- PHP

- E-commerce
- A/B testing
- Google AdWords
- HubSpot
- Google Ads
- Facebook Advertising
- Customer acquisition
- Keyword research
- Content development
- Hootsuite
- Linkbuilding
- Analytics
- WordPress
- Salesforce
- HTML5
- Account management
- CRM software
- UX
- Google Suite
- Adobe Creative Suite
- Project management
- Google Docs
- Adobe Photoshop
- Video editing
- Data analysis skills
- Analysis skills
- Windows
- Performance marketing
- B2B
- Marketing automation