

Stephanie Yu

(732) 915-7128 | stephanieyouu@gmail.com | [LinkedIn](#) | [Website](#)

[PROFESSIONAL EXPERIENCE]

Del Monte Foods, Inc.

Walnut Creek, CA

Associate Marketing Manager, Integrated Marketing Communications Planning

May 2022 – May 2023

- Lead cross-functional and agency teams in the development of fully integrated marketing communication plans, including the development of “Activation Ideas” for marketing campaigns across all Del Monte brands (Growers of Good, Contadina, College Inn, Kitchen Basics, Take Root Organics, Joyba)
- Evaluate competitive, consumer, and customer data to determine foundations for planning
- Manage timelines to identify key dates and deliverable needs, driving execution of strategic marketing campaigns over Digital, Social, PR/Influencer, Consumer Promotion, Ecommerce, and Shopper Marketing touchpoints to meet marketing and brand objectives
- Own tracking of working and non-working budgets associated with all plans to enable decision making which includes identifying cost-saving opportunities during plan development

Lighthouse Financial Technologies, Inc.

Remote

Marketing Lead

October 2021 – May 2022

- Established brand position, message, and visual direction across product page; generated an average of 2600 qualified leads monthly since Q4 2022 (135% up from previous period)
- Analyzed customer flow charts to improve product and lead nurturing tactics; aligned sales and marketing strategies, generating 3-5% conversions (30.2% retention rate)
- Developed and refined marketing strategy to unify online and offline marketing; drove traffic and brand reach across all touch points (socials, blog, emails, product page, online ads, direct mail, tradeshow and more)
 - Selected project: SXSW 2022
 - Devised and executed a 3-day street team marketing strategy that worked in tandem with geo-targeted social media UGC campaigns at SXSW 2022; drove 500% increase in leads acquired and 215% increase in app installs during the event
- Spearheaded go-to-market strategy for company’s first product launch (mobile app) and led implementation of SDKs to track performance; resulted in 330 downloads within 3 days of launch
- Assisted in the execution of email campaigns, designed layouts and optimized user journey to ensure mobile-friendly capabilities; maintained an average 24% clickthrough rate during Q4 2021 & Q1 2022

The Plug Drink

Los Angeles, CA

Head of Marketing & Partnerships

January 2021 – October 2021

- Promoted within three months for breaking \$130k/month sales mark through strategic marketing; resulted in 16% overall increase in customers
- Managed and negotiated all business marketing and strategic partnerships (Notable partnerships: UFC, TAO Group, Sam’s Club, H. Wood Group, Jack Harlow, Myles Turner)
- Strategized and executed all activation events including LV Marquee Day Club, Poppy LA, Comedy at The Plaza, 711 tradeshow, and more
- Hired, supervised, and trained team members (team of 25+)

Social Media & Marketing Manager

September 2020 – December 2020

- Developed brand strategy to boost online and offline sales; increased D2C sales by 4x in Q2 2021
- Led all growth marketing efforts including influencer and brand partnerships, email, and socials (with a focus on Instagram, TikTok, Twitter, and LinkedIn) while responsible for managing over 15k followers
- Managed cross-silo collaboration between sales, e-commerce & social media team (15+ members) and combined strategic vision with customer insights to drive content development and performance across channels

[EDUCATION]

University of Southern California

Los Angeles, CA

Master of Arts in Global Media and Communications; 4.0 GPA

Class of 2022

London School of Economics and Political Science

London, UK

Master of Science in Global Media and Communication with Distinction

Class of 2021

University of British Columbia

Vancouver, BC

Bachelor of Arts in Sociology; 3.7 GPA

Class of 2019

[Language] English (Native), Cantonese (Native), Mandarin (Full Professional Fluency)

[Skills] Adobe Creative Cloud: Photoshop, Illustrator, InDesign, Premiere, Figma, Google Analytics, HubSpot, BEE Pro, Customer.io, Facebook Ads Manager, AppsFlyer, Jira, Ally.io, Amplitude, Airtable, Microsoft Office

[Hobbies] Cooking, Traveling, Boardgames, Skiing