Stephanie Pedersen

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**Summary**

Dynamic and results-driven Marketing Manager with over 10 years of experience in developing and executing innovative marketing programs across various industries. Proven track record of enhancing brand awareness and engagement through strategic planning and effective cross-functional collaboration. Expertise in managing multiple campaigns simultaneously, leveraging analytics to drive performance improvements, and coordinating local events and training initiatives. A skilled communicator and project manager adept at fostering relationships with suppliers and internal stakeholders to maximize marketing effectiveness. Passionate about optimizing marketing strategies to achieve business objectives and support growth in competitive markets.

**Professional Experience**

Marketing Program Manager Ansys | July 2022 - October 2024

* Led the design, creation, and execution of marketing programs in collaboration with a 200-member marketing organization, significantly enhancing brand awareness and engagement.
* Developed multi-channel marketing strategies, utilizing Monday.com to integrate new products and campaigns for seamless execution.
* Coordinated with cross-functional teams to improve deliverable processes and increase on-time project delivery rates from 60% to 95%, enhancing overall marketing performance.
* Created marketing collateral including digital campaigns, brochures, and flyers, tailored to specific audience segments to maximize engagement and ROI.
* Managed over 500 quarterly ad hoc marketing projects, streamlining production processes and enhancing communication between creative teams and project requesters.
* Monitored key performance indicators (KPIs) for various campaigns, providing actionable insights to optimize marketing effectiveness.

Customer Program Manager GNC | May 2018 - July 2022

* Developed and executed targeted marketing strategies to support product promotions and monthly offers, increasing customer engagement for over 12 million loyalty members.
* Collaborated with analytics teams to create customized coupon campaigns and utilized web metrics to monitor campaign performance and optimize future initiatives.
* Organized and executed local events and training sessions, enhancing supplier partnerships and promoting new product launches to enhance brand messaging.
* Managed a $2.5 million budget for customer channels and provided regular reports on marketing activities, performance metrics, and ROI to stakeholders.

Product Marketing Specialist Confluence | October 2016 - September 2017

* Crafted targeted marketing campaigns for new product launches through direct mail and email marketing, driving brand awareness and customer engagement.
* Conducted market research and competitor analysis to refine strategies and improve campaign effectiveness.

Regional Marketing Manager Gutter Helmet | June 2015 - September 2016

* Managed a team of 12 in executing over 800 events, enhancing lead generation with a focus on product promotions for gutter protection and new awning products.
* Developed training materials for staff to ensure effective communication of brand messages and campaign objectives.
* Managed an annual budget of over $500K and analyzed event performance metrics to optimize future marketing strategies.

International Conference Manager Engineers' Society of Western PA | March 2011 - June 2015

* Successfully coordinated and increased conference attendance, driving brand engagement through strategic event marketing and customer outreach initiatives.
* Monitored attendee engagement and provided feedback for future improvements, establishing a continuous optimization process within event marketing.

**Skills**

* Project Management
* Digital and Traditional Marketing
* Performance Tracking and Analytics
* Brand Development and Messaging
* Cross-Functional Collaboration
* Event Coordination
* Budget Management

**Education**

MBA Point Park University | Jan 2013 - Dec 2015

MA Point Park University | Jan 2013 - Dec 2015

BA Kent State University | Aug 2005 - May 2009

**Certificates**

PMP Project Management Insitute | April 2021

**Volunteer**

VP of Marketing and Communication PMI Pittsburgh | Aug 2024 - Present