

# Stephan Etienne

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## EDUCATION

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<b>Salve Regina University</b> , Newport, RI	Cumulative GPA: 3.3
Bachelor of Science, Marketing	May 2021
Master of Business Administration, Marketing	May 2022

## RELEVANT COURSE WORK

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<b>Salve Regina University</b> , Newport, RI	September 2017 - May 2022
Management & Organizational Behavior	
<ul style="list-style-type: none"><li>- Focused on four major managerial areas: planning, controlling, organizing, and directing</li><li>- Developed a sense of leadership and accountability</li></ul>	
Creativity & Technology	
<ul style="list-style-type: none"><li>- Used creative platforms such as Adobe Photoshop, Illustrator, InDesign and Universal Type Client to create cool art graphics and print advertisements</li></ul>	
Integrated Marketing Communications	
<ul style="list-style-type: none"><li>- Coordinated a marketing strategy using sales promotion, personal selling, and advertising</li></ul>	
Business Research Methods	
<ul style="list-style-type: none"><li>- Gained knowledge of market research to solve short-term and long-term business decisions</li><li>- Learned how to conduct market research through interviews, surveys, and focus groups</li></ul>	
Strategic Business Planning – Capstone Course	
<ul style="list-style-type: none"><li>- Worked with a team of students to help create a fully redesigned business plan for our client, The Cookie Jar (Bowen's Wharf, Newport, RI)</li><li>- Wrote the Mission &amp; Vision Statement, SWOT analysis, Survey Questions and Marketing Plan</li></ul>	

## WORK EXPERIENCE

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<b>Marketing Content Coordinator</b> , Beacon Design, Lincoln, RI	October 2024 – Current
<ul style="list-style-type: none"><li>• Verified inbound leads and distributed them to the Account Executive team</li><li>• Used Salesforce frequently to manage/edit accounts &amp; leads</li><li>• Wrote blogs on company's product, nonprofit tips, and domestic manufacturing</li><li>• Used WordPress to verify new users on company's website</li><li>• Created email campaigns &amp; email automations with Hubspot &amp; ActiveCampaign</li><li>• Took professional-grade photos of product using Canon camera</li><li>• Created engaging social media videos</li><li>• Used Canva, Adobe Illustrator &amp; Indesign to create marketing graphics and material</li></ul>	
<b>Base Operator</b> , Securitas – TD Garden, Boston, MA	October 2023 – October 2024
<ul style="list-style-type: none"><li>• Ensured the safety and security of patrons during numerous professional sports games, concerts, and additional events</li><li>• Operated the radio dispatch system to communicate with electricians, carpenters, cleaners, HVAC technicians, and medics to resolve continuous issues going on throughout the venue</li><li>• Monitored security camera system to review checkpoints and investigate potential hazards</li><li>• Drafted and responded to emails, wrote detailed incident reports, and organized event information sheets to inform upper management of any occurrences</li><li>• Worked in a team environment with other operators and guards to safeguard all events</li></ul>	
<b>Host</b> , Dorset Hall, Dorchester, MA	April 2023 – September 2023
<ul style="list-style-type: none"><li>• Welcomed guests into the restaurant and lead them to their tables</li><li>• Accommodated multiple guests and their needs during rush hour</li><li>• Answered phone calls and managed pick-up orders</li><li>• Cleaned and bused tables</li><li>• Helped serve drinks and food occasionally</li></ul>	
<b>Public Relations Manager</b> , Boston City Council, Boston, MA	August 2022 – December 2022
<ul style="list-style-type: none"><li>• Worked for Boston City Councilor Tania Fernandes Anderson for District 7</li><li>• Created and managed daily social media posts on Facebook, Instagram, and Twitter</li><li>• Collaborated with the Communications Manager to schedule church visits, school visits, and community engagement events on behalf of the Councilor</li><li>• Discussed with constituents and helped solve their problems regarding housing, infrastructure, local transit and other personal issues</li></ul>	

- Assessed the needs of civic organizations and communities of color within Boston to help the Councilor devise a plan of action
- Planned and advertised town hall meetings in order to get feedback from the community

**Account Manager (Remote)**, SmartSites, Paramus, NJ February 2022 – June 2022

- Participated in new client acquisitions and furthered the company's goals to reach more domestic and international businesses
- Conducted market research including industry research for potential clients while analyzing past and current PPC and SEO campaigns and strategies
- Offered digital marketing solutions to small and medium-sized enterprises in multiple industries through custom-tailored proposals
- Extensive knowledge on Search Engine Optimization (SEO), Pay-per-Click Marketing (PPC), Email Marketing, & Website Design and Development

**Campaign Solutions Intern (Hybrid)**, Digilant, Boston, MA July 2021 – December 2021

- Analyzed traffic data from multi-channel of digital ads
- Monitored impression delivery and performance of campaigns
- Emailed senior analysts pacing reports daily and joining meetings
- Utilized Demand Side Platforms to track and analyze impressions for webpage advertisements
- Optimized ad campaigns to deliver more impressions and perform better

**Remarketing Intern**, Advanced Remarketing Services, Middletown, RI September 2020–April 2021

- Writing blogposts on different websites with WordPress
- Assigned multiple car donations to auto auctions
- Used Microsoft Excel frequently to sort through raw data
- Found the cash value of end-of-life vehicles (ELV)
- Gained real-life office experience

**Host**, Atlantic Grille, Middletown, RI September 2019–December 2019

- Politely welcomed and sat guests at their tables
- Bused tables and maintained front of the restaurant
- Answered phone calls and managed pick-up orders
- Accommodated guests with any issues or concerns
- Helped serve food occasionally

**Host**, Stephanie's on Newbury, Boston, MA Seasonal 2017–2020

- Greeted and seated customers
- Cleaned and detailed the front of restaurant
- Welcomed customers and made them feel comfortable
- Managed the flow of restaurant traffic & issues

## PROFESSIONAL SKILLS

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### Creativity

- Open-minded, Out-of-the-box mentality, Designed and wrote social media posts & newsletters, Experience using Canva and Adobe Photoshop, InDesign, & Illustrator

### Analytical

- Critical thinker, Used a variety of research tools to gauge digital marketing, Good with understanding metrics and trends

### Communication

- Works well in teams, Athlete & Hospitality background, Expressive & Collaborative, Experience in client based environment

### Tech-Savvy

- Researcher, Troubleshooter, Keeps up with social media, general news & trends, Certified in Word & Excel

### Intrapersonal

- Quick learner, Good listener, People-person, Conversational, Ability to deal with different personalities and focus on the task at hand

### Time Management & Planning

- Attentive to strict deadlines, Created proposals for potential clients with deadlines, Organized and sent out newsletters & event marketing emails, Scheduled meetings & events

## EXTRACURRICULARS & CERTIFICATIONS

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**Football**, Weston Public Schools & Salve Regina University

- Played varsity football for 9+ years
- Developed skills in leadership, teamwork, and accountability while playing

**Microsoft Office 2019 Specialist, Word, Excel**

- Can type, format, design, and export Word documents
- Experience with using equations and formatting tables and charts on Excel

