

# Stephanie R Busack

Digital Marketer - Columbus, OH

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## PROFESSIONAL PROFILE

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- A master communicator that has more than seven years of experience in digital communications, journalism, and interactive marketing with specialties in social media and mobile marketing
- A true entrepreneur and creative spirit who enjoys thinking out loud and outside the box
- Possesses a strong work ethic, excelling at taking on multiple projects and taking accountability for each
- Has a wide array of experience – from producing creative for an email, coding and deploying it to being the voice of a CMO, brand or customer service on social media

## PROFESSIONAL EXPERIENCE

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### INTERACTIVE MARKETING SPECIALIST

Express Inc. – Columbus, OH; [Express.com](http://Express.com); October 2009 – Present

#### Focus on Email Special Projects, October 2011 – Present

- Works to optimize e-mail, primarily for mobile consumption: Presents new findings and trends; tests theories against a control; presents insights to key members of executive marketing team
- Primary stakeholder for scheduling, testing and executing all loyalty e-mails (currently in pilot)
- Works with Express creative department to request all assets and is responsible for approving all to ensure that each is properly projecting the voice and lifestyle of the brand
- Maintains our relationship with Ohio University's ImPReSSsions team, which helps Express strategize on how to be more relevant to one of its key demographics, college students

#### Focus on Social Media and Mobile Marketing, October 2009 – October 2011

- Developed and executed Express social media and mobile marketing strategies to drive sales and traffic to its commerce platforms (Web & mobile), engage a target audience, create loyalty
- Maintained the social media and mobile monthly and quarterly budgets
- Created a weekly calendar of engagement and brand posts on [Express Facebook page](#)
- Was the voice of [@ExpressLisaG](#) (Express CMO), [@ExpressLife](#) (brand account) and [@ExpressCS](#) (customer service) on Twitter 24/7
- Hosted live chats for fans and followers during branded events (i.e. live streamed fashion shows)
- Launched all geo-location check-in services (Facebook Places, Google Places and Foursquare) that contributed a significant ROAS as well as engaged and helped promote stores virally
- Was the gatekeeper of all [mobile marketing](#), including the execution of: Express monthly campaign WAP pages; Express mobile text program “EXPTXT” and mobile text keyword campaigns; Express mobile app (iPhone, Blackberry, Android versions); and its QR code strategy

### DIGITAL MARKETING MANAGER

Bob Evans Inc. – Columbus, OH; [BobEvans.com](http://BobEvans.com); March 2008 - October 2009

- Solely responsible for the management of Bob Evans corporate Web site, microsites, social media (Facebook and Twitter pages), blogs, eCRM program (BE-mail), digital innovation, including online ordering, the use of mobile, and other nontraditional media
- Spearheaded and created Bob Evans social media presence. Publicly spoke on behalf of the company to Columbus clubs and organizations to promote its innovation in the space
- Acted as digital ambassador within corporate, adding in digital mentions on internal and external merchandise and communication when relevant

## EDUCATION

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Franklin University – Columbus, Ohio; Graduated May 2009; **M.S. in Marketing and Communications**

Ohio University – Athens, Ohio; Graduated June 2005; **E.W. Scripps School of Journalism**

**For a full-version of Stephanie's resume and more details, visit [www.sbusack.com](http://www.sbusack.com)**