

# STEPHANIE BIPPERT

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## MARKETING, STRATEGY, AND USER EXPERIENCE DESIGNER

Passionate, detail-oriented marketing leader with four years experience, mainly in the technology, SaaS, data analytics, and consulting space. Specialized in User Experience Design, Product Marketing, Marketing Research and Strategy, Lead Generation, Content Development, Digital Marketing Analytics, User Interface and Graphic Design, and Branding. Proven ability to think “big picture”, leading cross-functional collaboration and driving measurable success.

### AREAS OF EXPERTISE

- UX / UI Design
- Multi-Channel Marketing
- Marketing Research & Strategy
- Product Marketing
- Content Marketing
- Marketing Team Leadership
- Search Engine Optimization
- Search Engine Marketing (PPC / Google AdWords / LinkedIn Ads)
- Adobe Creative Suite
- Digital Marketing Analytics (Google Analytics / KPI Tracking)
- Project Management
- Social Media Marketing
- Prototyping and Mockups (Figma)
- Front End Development (HTML, CSS, and Javascript)
- Talent Development

### PROFESSIONAL EXPERIENCE

**KAIZEN ANALYTIX LLC.,** Atlanta, GA

**2020 - present**

#### **Marketing Manager – Head of Marketing**

Managed Marketing team, branding agency relationship, Gartner advisory engagement, and worked directly with C-Suite, senior leadership, and the product development team. Owned marketing strategy from Budgeting and Market Research, through Execution, Distribution, and Analysis and integrated the strategy with Sales, Business Development, and Product Development teams for a holistic and data-driven go-to-market strategy.

- Initiated and led company rebranding and restructuring efforts by redefining and organizing Kaizen’s offerings, messaging and branding guidelines.
- Overhauled corporate website and all marketing collateral in accordance with SEO, Lead Generation, Metric Tracking, User Experience, and Google’s Material Design (UI) best practices, leading to over \$500K in revenue.
- Revamped Social Media strategy, resulting in a 520% increase in Engagement, 265% increase in Followers, and 35% increase in Click Through Rate (CTR).
- Established a company-wide DEI initiative, spearheaded the charity program, provided support to DEI partners (i.e. non-paying clients) on their marketing efforts.
- Recruited, trained and mentored marketing team and launched companywide marketing onboarding program.

#### **Marketing and Business Development Associate**

**2018 - 2020**

Developed overall Marketing Strategy and Budget, contributed to Sales and Business Development strategies and budgeting process, and led the execution of all marketing projects from ideation and development through distribution and analysis of key metrics/KPIs.

- Managed corporate website and social media platforms, resulting in a 10.1% decrease in Bounce Rate, 37.8% increase in Organic Monthly Traffic, over 150% increase in Followers across social platforms, and 52 Sales Qualified Leads.
- Developed all marketing collateral to support Client Acquisition and Business Development efforts including: 10 Landing Pages, 18 Sell Sheets, 12 Thought Leadership Pieces, 6 Press Releases, 3 Professional Videos, 20+ Client Deliverables, and 36 Case Studies

**IRONMONGER BREWING COMPANY., Atlanta, GA****2019 - 2020****Freelance, Digital Marketing Specialist**

- Designed all social media and advertising graphics
- Created and managed success of Google Ads
- Advised overall marketing strategy and execution

**NOTTELY BOAT CLUB AND MARINA, Blairsville, GA****2017****Digital Marketing Intern**

- Managed all social media platforms, led content creation and photography efforts, and developed PR content for newspaper and radio ads
- Collaborated with Ironmonger Brewing Company to launch a soda brand called “Nott Soda” and a beer called “La Nott Beer”. Responsible for all product and advertising graphic designs.

**ADDITIONAL RELEVANT EXPERIENCE****GROOVE, Responsive Health and Wellness App Prototype**

Full end-to-end product design for a health and fitness app, which was designed to help health-conscious individuals “Get in the Groove” with their fitness routines. The prototype provides users with a guided workout experience and allows users to track, record, and analyze their fitness metrics and progress

- Responsible for everything from research and wireframing to prototyping, testing, and branding.
- Created a design language system that complies with Google’s Material Design standards

**MEMORII, IOS Mobile App Prototype**

Material design compliant IOS mobile app designed to maximize user’s time through an engaging and customizable learning experience, so that users can focus on “Memorizing What Matters”.

- Conducted 4 in-depth contextual interviews, competitor research, and social listening
- Utilized research to craft a solution for a customizable learning tool
- Created a high fidelity prototype, tested, branded, and went through several rounds of design iterations.

**EDUCATION AND CERTIFICATIONS****Bachelor of Business Administration, BBA, Marketing**

Certificate and Area of Emphasis in Digital Marketing

TERRY COLLEGE OF BUSINESS, UNIVERSITY OF GEORGIA – Athens, GA

**User Experience Design**

CAREERFOUNDRY

**Google Analytics**

2017

**Google AdWords**

2017