

MARISSA STEFFENS

Senior Marketing Professional

designwithmarissa.com
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ABOUT ME

Senior marketing professional with a niche for **print & digital storytelling**. With degrees in communication, business & graphic design, I apply my 7+ years of experience to elevate brand recognition through innovative marketing strategies.

Software

Illustrator
InDesign
Photoshop
After Effects
Premiere Pro
Dreamweaver
WordPress
HTML & CSS
Microsoft Office

Skills

Brand Identity
Print Design
Event Promotion
Storytelling
Web Development
Social Media Management
Video Production
Copywriting
Illustration
RAW Photography
AI Implementation

EXPERIENCE

PRESENT
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2023

Lead Marketing Specialist

Comprehensive Health and Wellness | Department of Military Affairs

- » Lead impactful online and physical marketing campaigns, engaging 1,200+ Service Members and their families monthly.
- » Develop and strengthen brand identity across diverse marketing materials, resulting in a 35% increase in social media engagement.
- » Collaboratively manage project timelines, ensuring on-time completion and team cohesion for brand consistency.

2022
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2017

Communications and Graphic Design Coordinator

Larson Companies | Eau Claire, WI

- » Developed and executed engaging promotional campaigns, resulting in increased brand recognition for seven award-winning properties.
- » Managed and analyzed both organic and paid social media campaigns, driving improved online presence and measurable conversions.
- » Played a key role in planning and promoting over 30 successful events through targeted online and print promotion.

PRESENT
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2012

Military Experience

Army National Guard, Sergeant | Neillsville, WI

- » Lead teams to achieve mission objectives, demonstrating strong planning skills and adaptability under pressure.
- » Provide guidance and coordination as an NCO (Noncommissioned Officer), fostering a collaborative and results-oriented environment.
- » Demonstrated exceptional planning skills under pressure, consistently meeting tight deadlines.

EDUCATION

2024

Associates of Applied Science in Graphic Design

Western Technical College

2019

Bachelor of Science in Business Administration

University of Wisconsin Stout

2016

Associates in Applied Science of Marketing Communications

Chippewa Valley Technical College