

Stephanie Shaw

📍 Wayne, Illinois, United States ✉️ sdshaw2@gmail.com ☎️ 815-701-4337 🌐 in/stephaniedyanshaw

SUMMARY

High-impact marketing leader with 15+ years of experience building and scaling performance-driven programs across paid media, social, and digital strategy. Known for launching new service lines, transforming underperforming channels, and mentoring high-performing teams. Trusted by B2B and DTC brands to turn complexity into clarity—and strategy into measurable growth at scale.

EXPERIENCE

Fractional CMO & Marketing Consultant | Stephanie Shaw

June 2009 - Present, Greater Chicago Area, IL, USA

Partnering with B2B and DTC brands to elevate digital strategy, drive growth across paid and organic channels, and build scalable internal marketing systems.

- Increased paid media performance by 35–60% through full-funnel strategy and creative testing across Meta, TikTok, Google, Pinterest, and YouTube.
- Drove a 42% lift in ROAS and a 28% drop in blended CPA by restructuring campaign architecture and aligning creative to audience segments.
- Led go-to-market strategy for a SaaS launch, generating over 2,000 qualified leads in six weeks through paid social, search, and optimized landing funnels.
- Built scalable creative direction systems and briefing processes, reducing ad turnaround time by 50% and improving engagement by more than 20%.
- Advised in-house teams on workflow, media planning, and operations—doubling campaign launch speed and elevating internal marketing output.
- Mentored founders and marketing leaders on growth strategy, brand positioning, and partner alignment to unlock new revenue channels.
- Delivered executive-level consulting while remaining hands-on with strategy, execution, and performance analysis across paid media, organic, and lifecycle marketing.

Social Media & Search Director | JumpFly, Inc.

June 2014 - July 2025, Hoffman Estates, IL, USA

- Founded and scaled JumpFly's Social Media Department, creating new revenue streams and contributing over \$500K in annual recurring revenue within three years.
- Managed 100+ B2B and B2C clients with media budgets from \$2K/month to \$200K/day, driving performance across Meta, TikTok, LinkedIn, Google, and more.
- Led paid and organic strategy development—from KPI-setting to execution—achieving 15–40% improvements in ROI through full-funnel optimization and testing.
- Built and launched the agency's in-house Creative Services Department, reducing turnaround time by 30% and increasing client creative adoption.
- Maintained 90%+ client retention through strategic relationship management, transparent reporting, and consistent KPI achievement.
- Spearheaded agency innovation initiatives including JumpFly's podcast and AI integration framework, elevating internal efficiency and brand credibility.
- Recruited, trained, and mentored a high-performing team of 10+, leading certification programs, performance reviews, and career development.
- Represented the agency at 20+ industry events, stakeholder meetings, and client summits—positioning JumpFly as a recognized authority in digital marketing.
- Authored 25+ blog articles and contributed to internal leadership teams including the Blog and AI Committees, reinforcing cross-functional collaboration.
- Recognized as a strategic leader and creative collaborator, with proven strengths in team development, performance marketing, and scalable growth strategy.

Marketing Director | AzoBlue Group

January 2013 - January 2014, Crystal Lake, IL, USA

- Directed marketing strategy and execution across 15 B2B and B2C brands, managing a \$500K+ annual budget and driving a 30% YoY increase in qualified leads.
- Collaborated with executive leadership and business unit heads to align initiatives with corporate growth goals, improving marketing ROI by 25% and sharpening brand positioning.
- Led omnichannel campaigns across PPC, SEO, email, content, and social—doubling conversion rates and reducing CPL by 18% through strategic optimization.
- Oversaw cross-functional teams and agency partners to launch 3 websites and over 15 full-funnel campaigns, increasing site traffic by 40% and engagement by 22%.
- Built brand architecture and messaging frameworks to differentiate product lines while maintaining cohesion across corporate and sub-brand identities.
- Designed and implemented a comprehensive onboarding and training program for new marketing hires, cutting ramp-up time by 50% and improving team performance metrics.

Account Manager & Social Media Analyst | Market Sentinel

February 2010 - May 2012, London, UK

- Delivered actionable insights through social listening analysis for brands including Captain Morgan, Cadbury, and Carphone Warehouse—transforming audience sentiment and competitive trends into strategic recommendations.
 - Maintained a 95% client retention rate by delivering clear performance updates, addressing challenges quickly, and aligning reporting with client objectives.
 - Composed SEO-optimized blog posts, white papers, and social content that strengthened brand authority and increased organic traffic by 30%.
 - Collaborated with internal teams to align deliverables with client KPIs, resulting in more consistent messaging and high-performing digital content.
-

EDUCATION

[Master of Business Administration](#) | Keller Graduate School

Los Angeles, CA, 2011

[Bachelor of Science, Communication Arts - Film, TV, Radio](#) | University of Wisconsin - Madison

Madison, WI, 2007

CERTIFICATIONS

[Media Planning, Buying, Creative Strategy, Business Marketing Strategy, Community Management](#) | Meta Blueprint

2025

[Google Ads Search, Video, Measurement, Creative, Display, Shopping, AI , Conversion Optimization, Analytics](#) | Google

2025

[Media Buyer](#) | TikTok & Pinterest

2025

[LinkedIn Marketing Strategy, Content and Creative Design](#) | LinkedIn

2025

[Snapchat Advertising](#) | Snapchat

2025

SKILLS

Strategy & Leadership: Digital Marketing Strategy, Go-to-Market Strategy, Growth Marketing, Growth Strategies, Strategic Planning, Strategic Thinking, Revenue Growth, Team Leadership, Mentorship & Development, Cross-Functional Collaboration, Stakeholder Management, Stakeholder Alignment, Fractional CMO Services, Coaching, Project Management, Client & Account Management, Marketing Operations, Customer Acquisition, Business Review Frameworks

Performance & Analytics: Campaign Optimization, Conversion Rate Optimization (CRO), Performance Marketing, Marketing Attribution, Measurement, Measurement Frameworks, KPI Development, Data-Driven Strategy, Marketing Analytics, Business Intelligence, Web Analytics, Google Analytics, A/B & Multivariate Testing

Paid Media & Advertising: Paid Media Strategy, Media Mix Allocation, Paid Social, Paid Search (PPC), Programmatic Advertising, Meta Ads, Google Ads, LinkedIn Ads, TikTok Ads, Pinterest Ads, Reddit Ads, Snapchat Ads, YouTube Ads, Spotify Ads, Quora Ads, Microsoft Ads

Creative & Content: Creative Strategy, Creative Direction, Copywriting, Blogging, Brand Development, Content Strategy, Multimedia Production, Podcast Development, Podcasting, Video Marketing, Influencer Content, UGC Content, Adobe Photoshop, Adobe Premiere Pro, Canva

Technology: Marketing Automation Platforms, Google Tag Manager, WordPress, Shopify, Mailchimp, Constant Contact, Klaviyo, Email Marketing Tools, Microsoft Excel, ChatGPT

Languages: Spanish (Written), Italian (Written)
