

## STEPHANIE DONNELL

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### COMMUNICATIONS SPECIALIST

Communications Specialist with a proven track record of developing and executing comprehensive communication strategies. Adept at crafting compelling content, managing diverse channels, and fostering positive relationships with stakeholders. Demonstrated success in enhancing brand visibility, executing successful media campaigns, and driving engagement across digital and traditional platforms. Skilled in crisis communications and adept at navigating challenging situations to safeguard organizational reputation. A strategic thinker with excellent project management and leadership skills, dedicated to achieving communication objectives that align with organizational goals. Seeking to bring expertise and innovation to a dynamic communications role to contribute to the continued success of a forward-thinking organization.

- Brand-Building Strategies
- Organizational Planning
- Process Improvement
- Training & Development
- Project Management
- Video | Photo Editing
- Integrated Marketing
- Detail Oriented
- Team Collaboration

### KEY SKILLS

- **Public Relations** | Strategic planning and execution of public relations campaigns to enhance brand image and manage public perception.
- **Creative Thinking** | Ability to bring innovative and creative approaches to various communication strategies and content development.
- **Networking** | Building and maintaining a network of contacts within the industry and relevant sectors to support communication efforts.

### PROFESSIONAL EXPERIENCE

#### Mercedes-Bens U.S International | Vance, AL | 2017 – 2023

##### Communications Specialist (2019 – 2023)

Developed integrated communications strategies for social media channels, websites, internal portal, and corporate events. Designed global and creative communication strategy for cross-departmental projects. Facilitated media training and created presentation templates for staff. Used data analytics to track lead generation campaigns and improve quality. Managed workflow between agencies, coordinating documents and creative material distribution.

- Implemented Standard Operating Procedures (SOPs) for the company's intranet portal, ensuring team members adhere to standards and efficiently manage department pages, resulting in enhanced organizational coherence.
- Created employer branding campaigns in collaboration with talent acquisition and an external marketing agency, achieving a 30% increase in the workforce with the execution of the 2020 Production Talent campaign.
- Led the transition to paperless communication by introducing and implementing an employee app, resulting in efficient dissemination of schedule changes, weather warnings, and news, which enhanced communication responsiveness.
- Improved team proficiency and intranet portal effectiveness by conducting a 3-day training workshop, coaching 30 team member admins with an outcome of improvement in their ability to enhance and maintain department pages.
- Collaborated with internal and external stakeholders to identify key messages and created compelling content for press releases and various materials which improved engagement from target audiences across diverse platforms.

##### Social Media Specialist (2018 – 2019)

Overlooked planning and execution of product launches, employee, and philanthropic events with assistance of external production company. Led innovation competition with company's IT department, inviting 200+ startups, professionals, and students to submit ideas to tackle challenges in production flow, management, data efficiency, and digital communication. Collaborated with team members to develop creative campaigns for social media platforms.

- Increased brand awareness by 60% by establishing the company's first social media channels (Facebook, Instagram, and LinkedIn) and organically reached 7,000 followers and likes on Facebook with a single campaign.
- Orchestrated and led a cross-functional team of seven professionals from diverse departments and trained over 5K employees to successfully launch and utilize the intranet portal, which improved interdepartmental collaboration.
- Empowered in-house employees by delivering targeted training on strategies for both successful internal and external communications which led to a more adept and confident team and contributed to improved brand representation.

### **Social Media Specialist** (Continued from page 1)

- Managed editorial calendars and rescheduled PR events and meetings, resulting in heightened media coverage, increased attendance, and improved overall effectiveness of public relation initiatives.
- Led crisis communications and media relations activities in response to challenging situations, effectively mitigating reputational risk, and preserving brand integrity, resulting in maintaining a positive public perception.

### **Communications Intern (2017 – 2017)**

Supported various aspects of communication strategies and initiative under the guidance of seasoned professionals. Responsibilities included: content creation, social media management, event planning, and assisting with internal and external communication efforts.

- Led Habitat for Humanity project and scheduled over 300 employees to participate in community service event resulting in a substantial positive impact on the community.
- Oversaw and implemented creative development of company's 20th Anniversary communication plan resulting in 65% increase in employee engagement, which contributed to a more vibrant and cohesive workplace culture.
- Produced 12 videos to showcase employees and Diversity and Inclusion initiatives, resulting in enhancing team culture and brand awareness.

## **EDUCATION | CERTIFICATIONS**

**Bachelor of Arts in Digital Communications and Media** | University of Alabama

**Project Management Professional (PMP)** | Project Management Institute | Anticipated 2024

## **TECHNICAL COMPETENCIES**

**Software:** Microsoft Office Suite 365

**Operating Systems:** Google Workspace, Google Drive, Meta for Business, Wordpress, Adobe Creative Suite, One Note, Microsoft Excel, Microsoft Outlook, Microsoft PowerPoint, Microsoft Word, Social Media Platforms