

# Stephanie Yamkovenko

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## >> Experience

### **Digital Editor, American Occupational Therapy Association, Bethesda, MD**

**Jan. 2013 – Present**

Digital communication strategist in charge of telling the organization's story across digital platforms.

- Manages the team responsible for day-to-day digital communication strategy for a website with millions of annual visitors and social media accounts with 175,000 followers. Supervises website & social media administrator. Administers digital budget.
- Writes, edits, and publishes short-form and feature-length articles, blog content, and social media copy. Designs visuals. Takes photos and video at events. Produces podcasts.
- Oversees editorial calendars and proactively identifies stories and content by analyzing metrics (social, web, search) and listening to the audience to find what resonates.
- Created AOTA brand voice for social media and developed AOTA's first Facebook engagement strategy that doubled comments and tripled shares within first 3 years. Increased annual reach from 1.5 million to 13.4 million. Organically grew Facebook audience from 30,000 to 112,000.
- Builds and executes organic and paid social media campaigns with measurable goals. Designs and tests landing pages. Measures and analyzes performance.
- Engages and interacts with followers by responding to questions and joining conversations. Develops relationships with influencers and commissions user-generated content.
- Tracks and benchmarks digital and social metrics using Google Analytics and platform analytics. Conducts analytics reviews with actionable insights for senior leadership.
- Works collaboratively with PR, communications, and cross functional teams developing web, email, and social media content to create a cohesive marketing and communications program.
- Manages award-winning online community. Develops engagement strategies to boost participation and mentors volunteer community coordinators.
- Produces e-newsletters reaching 60,000 members with open and click rates surpassing industry standards. Implements A/B testing, segmentation, and dynamic content.
- Created and developed AOTA's student and young practitioner strategy, doubling AOTA's Instagram following in 12 months to 22,000 followers and quadrupled engagement on posts.

### **Project Manager, American Occupational Therapy Association, Bethesda, MD**

**Aug. 2012 – Sep. 2013**

- Managed the association's website redesign (5,000+ pages) and CMS implementation. Led a team of key association staff including chief operating officer. Partnered with external vendor to meet deadlines, stay in budget, and ensure project met strategic goals.

### **Staff Writer, American Occupational Therapy Association, Bethesda, MD**

**Sept. 2008 – Jan. 2013**

- Wrote news articles for association's website, magazine, and newsletters. Pitched ideas, researched topics, and conducted interviews. Adhered to daily, weekly, and longer deadlines.
- Bi-weekly e-newsletter editor. Monitored breaking news and analytics to determine content.

### **Communication Specialist, Louisiana REALTORS Association, Baton Rouge, LA**

**Feb. 2007 – Aug. 2008**

- Wrote copy for the website, e-newsletters, and promotional flyers for distribution to 13,000 association members. Designed publications and marketing materials.

## >> Skills

**Proficient in:** Adobe Photoshop, Canva, web design, HTML (intermediate to advanced), CSS, content management systems (Sitecore, WordPress), email marketing platforms, social monitoring tools, Google Analytics, Audacity, Microsoft Office Suite. Photography, video, and audio: shooting and editing.

**Style Guides:** Professional experience with writing and editing for AP and APA style guides.

## >> Publications

**Published by:** Poynter.org, “Quill” magazine, “OT Practice” magazine, “Caring” magazine, “Frederick Gorilla” magazine, “La Vie” magazine, “The Advocate” Baton Rouge newspaper, and more.

## >> Presentations

- **Coveo Impact:** “Using Data to Drive Your Content Strategy”
- **American Copy Editors Society:** “Ten Apps for Editors”
- **ASAE Tech Conference:** “Advanced Web Analytics: Get A 360-Degree View of Your Users”
- **More presentations:** ASAE Marketing, Membership, & Communications Conference. AOTA’s Annual Conference (2014-2019). Keynote at Washington OT Association Annual Conference. The Economist’s World in 2013 Festival.

## >> Education

**Louisiana State University, Baton Rouge, LA, May 2008**  
**Master of Mass Communication, Journalism**  
GPA: 3.8

**Louisiana State University, Baton Rouge, LA, May 2005**  
**Bachelor of Mass Communication, Journalism**  
Overall GPA: 3.83

## >> Honors & Awards

**Honors:** Higher Logic Most Successful Online Community Launch of 2018. Winner of the 2012 Economist-Nielsen Data Visualization challenge. Awarded the 2011 Rising Star in Publishing scholarship from the Angerosa Research Foundation.