

Stephanie Yamkovenko

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>> Experience

Digital Editor, American Occupational Therapy Association, Bethesda, MD Jan. 2013 – Present
Senior digital strategist in charge of telling the organization's story across digital platforms.

- Manages the team responsible for day-to-day web and social media strategy for a website with millions of annual visitors and social media accounts with 160,000 followers. Develops the editorial calendar for multiple digital properties.
- Writes and edits short-form and feature-length articles. Writes copy for social media posts and designs visuals. Produces video and podcasts.
- Oversees digital content development to create a relatable social experience for a diverse audience with a consistent voice. Serves as digital content consultant on cross functional teams.
- Develops and executes email newsletters reaching 60,000 people a week. Implements A/B testing and dynamic content to personalize the newsletter.
- Tracks and benchmarks digital content performance using Google Analytics, Google Tag Manager and other platform analytics. Conducts recurring analytics reviews with actionable insights for key stakeholders.
- Sources stories and topics by analyzing metrics (social, web and search) and listening to the community to find what resonates with the audience.
- Organically grew Facebook audience from 30,000 to 111,000. Doubled Twitter audience and quadrupled average organic retweets. Doubled Instagram followers to 22,000 in 12 months.

Project Manager, American Occupational Therapy Association, Bethesda, MD Aug. 12 – Sep. 13

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

Staff Writer, American Occupational Therapy Association, Bethesda, MD Sept. 08 – Jan. 13

- Wrote news articles for association's website, magazine, newsletters and other vehicles.
- Pitched ideas, researched topics, conducted interviews and adhered to daily, weekly and longer deadlines. Worked on quick deadlines while creating in-depth features.
- Editor of bi-weekly e-newsletter with 40,000 recipients. Monitored breaking news to create content and used analytics to foster user engagement.

Communications Specialist, Louisiana REALTORS Association, Baton Rouge, LA Feb. 07 – Aug. 08

- Wrote copy for the website, e-newsletters and promotional flyers for distribution to the 13,000 association members. Coordinated membership communications including the design of publications and design and maintenance of websites using a CMS.
- Redesigned website to reorganize content to make information more accessible and usable, resulting in a positive member response to the ease of use.

Feature News Writer, La Vie Magazine, Baton Rouge, LA July 07 – April 08

- Freelance feature news writer for award-winning regional lifestyle magazine. Pitched, researched and wrote two feature stories a month. Assisted editor in story idea development.

>> 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”
- **Journalism and Women Symposium Annual Conference:** “Ten Apps for Journalists”
- **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.

>> Skills

Proficient in: Adobe Photoshop, web design, HTML (intermediate to advanced), CSS, content management systems (Sitecore, Wordpress), email marketing platforms, Audacity, Microsoft Office Suite. Photography, video, and audio experience: shooting and editing.

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

>> Education

Louisiana State University, Baton Rouge, LA, May 2008

Master of Mass Communication, Journalism

GPA: 3.8

Thesis: Media ethics and moral development differences between advertising and journalism students.

Louisiana State University, Baton Rouge, LA, May 2005

Bachelor of Mass Communication, Journalism

Overall GPA: 3.83; Minor: History; Magna Cum Laude Graduate, Chancellor’s List and Dean’s List.

>> 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.