

# Stephanie Yamkovenko

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With more than 15 years of consumer marketing experience, and 10 years managing senior-level contributors, Stephanie is a hands-on marketing leader who is as passionate about storytelling as she is about achieving and measuring results. As head of digital marketing for Khan Academy, she leads a team of expert marketers who acquire, retain, and engage 160 million learners worldwide.

## >> Experience <<

Head of Digital Marketing, Khan Academy

March 2022 - Present

- **Promoted to build and lead digital marketing team.** Manages senior individual contributors in paid media, email, social, content marketing, SEO, and growth. Team responsible for development and execution of full-funnel marketing strategies.
- **Guided team through a strategic transition** from a non-revenue generating model, centered on retention, to an e-commerce model focused on consumer growth. Acquired 20,000 AI-powered tutor subscribers, generating \$2 million in lifetime value within 6 months.
- **Crafted the multi-channel go-to-market strategy** for AI-powered tutor, Khanmigo. Oversaw creation of all messaging and assets to ensure we conveyed key messages to the correct audiences, resulting in 40% conversion rate and 70% waitlist acceptance.
- **Implemented organization's first direct-to-consumer (DTC) lead generation strategy** with high-performing lead magnets across paid and organic channels. Achieved \$1 cost per lead and a 3-5X higher conversion rate driving subscriptions and expanding email list.
- **Closely monitors full-funnel metrics** with weekly tracking of progress of all key metrics throughout customer journey. Uses insights to craft interventions to turn around at-risk areas and optimize high performing stages of the funnel. Reports metrics to executives.
- **Guides proactive and reactive brand responses** during fast-paced, rapidly evolving events on social media and in media coverage. Monitors audience sentiment and feedback. Offers nuanced guidance to executive team on when and how to respond.
- **Collaborates across departments, articulating the marketing team's vision to engineering, product, and design.** Manages development of impactful creative assets, including landing pages, micro-sites, user sign-up flows, and campaign visuals and video.
- **Spearheads strategic partner initiatives** with cross-functional collaboration to secure \$20 million in grants by crafting impactful grant proposals, aligning co-marketing campaigns with grant objectives, and fostering strong partnerships leading to renewals.

Senior Manager, Social Media Marketing, Khan Academy

2019 - 2022

- **Led a high-performing team overseeing daily content publication** on brand social media channels with more than 9 million followers. Directed all aspects of creative development for social media content, ensuring brand consistency and engagement.
- **Set strategic vision and developed editorial programming,** providing regular metric reports to senior leaders. Used data-driven insights to enhance audience engagement, contributing to Khan Academy's standing as a brand leader in ed tech.
- **Aligned content strategy with business objectives,** quadrupling post production and doubling engagement per post. Enhanced brand visibility, facilitated new user acquisition, and increased engagement, all while maintaining consistency with the brand's narrative.

- **Created the organization's first partnership between the social media and visual design teams.** Developed strategic concepts for results-oriented creative that enabled a small team of designers to quickly turn around branded creative for every social campaign.
- **Leveraged instant social media feedback to develop data-driven insights** and to identify content strategies that fostered engagement and increased conversions. Insights led to a 5X increase in social clicks year over year and acquisition campaigns responsible for 2X growth of our community and 200K+ new Instagram followers (66% growth).
- **Enhanced PR team efforts by strategically sharing earned media coverage** through our owned channels, effectively maximizing visibility and engagement.
- **Delivered innovative, social-first content while maintaining consistent brand messaging.** Facilitated more than 100 livestream shows, strategically selecting guests and topics. Executed campaigns during pivotal events such as COVID-19 school closures.

Digital Editor, American Occupational Therapy Association (AOTA)

2013 – 2019

- **Led the team responsible for day-to-day content strategy** for a high-traffic website with millions of annual visitors and managed social media accounts with 160,000 followers, resulting in a substantial increase in engagement and website traffic. Provided coaching and development opportunities to direct reports.
- **Planned and executed editorial calendars**, supervised website operations, and served as a content consultant on cross-functional teams, driving authentic content production that significantly boosted audience engagement and conversions. Produced compelling short-form and feature-length articles, blog posts, social media copy, videos, podcasts, and webinars, enhancing user engagement and interaction.
- **Implemented effective social media growth strategies**, doubling Twitter followers, quadrupling average retweets, and increasing Instagram followers from 11,000 to 22,000 within 12 months.
- **Conducted comprehensive analytics reviews**, tracked content performance, and provided actionable insights to senior stakeholders, ensuring continuous improvement and relevance of content strategies. Utilized analytics, SEO best practices, and community feedback to identify impactful content topics, resulting in increased website traffic and social media engagement.
- **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 vendor to meet deadlines, stay in budget, and ensure the project met its strategic goals.

Staff Writer, AOTA, Bethesda, MD

2008 – 2013

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

## >> Education<<

Louisiana State University, Baton Rouge, LA, May 2008  
Master of Mass Communication, Journalism

Louisiana State University, Baton Rouge, LA, May 2005  
Bachelor of Mass Communication, Journalism

## >> Skills <<

**Proficient in:** Adobe Photoshop, Figma, HTML (intermediate to advanced), CSS, content management systems (Sitecore, WordPress), email marketing platforms, marketing & social automation systems (Brandwatch, Hootsuite), association management systems (Personify), CRMs (Salesforce), Google Analytics (GA4), Audacity, Microsoft Office Suite. Shooting and editing photography, video, and audio.

## >> 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.

## >> 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.