

# Stephanie Mueller

Forward-thinking **director-level marketing leader** with 10-year track record growing advertising revenue and expanding client footprint through innovative strategies, placing the consumer at the heart of every decision. Champion for forging strategic brand partnerships that promise market differentiation. Influential leader who fosters an inclusive culture of “insights-to-innovation” across entire organizations. Expertise in identifying compelling go-to-market strategies, maximizing exposure through storytelling, and optimizing campaign performance.

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## highlights

Revenue from sold marketing programs **grew 34%** (2022 vs 2021) [Dotdash Meredith](#)

Concepted unique go-to-market story and strategy that armed sales team with knowledge and materials to sell sites affected by both an acquisition and COVID-related traffic changes. [Dotdash Meredith](#)

**Doubled agency billings** within 4 years by exceeding client expectations. [The Vault](#)

Received **9 industry awards** for production work with high-profile clients including ESPN, 20th Century Fox, CBS, State Farm, and Samsung. [The Vault](#)

## experience

**Associate Director, Marketing** | 2023 – present

Senior Marketing Manager | 2021 – 2023

Creative Strategy Manager | 2019 – 2021

[Dotdash Meredith](#) [Acquired Liquor.com in 2019]

*Develop brand marketing strategy, integrated advertiser programs, and branded content opportunities across all lifestyle verticals for beverage, food, retail and travel categories. Analyze campaign and consumer data to craft compelling stories and site strategies that showcase partnership benefits.*

### KEY CONTRIBUTIONS

- Introduced **new RFP response strategy** for specific client that streamlined and automated process.
- Selected as **one of 9 staff to transition to new role** after company acquisition based on reputation for going above and beyond.

**Integrated Marketing Manager** | 2019

[Liquor.com](#)

*Strategized and developed brand positioning, resources, and processes that supported sales team in selling multi-platform marketing partnerships. Built comprehensive packages and presentations in response to client RFPs. Crafted and executed marketing strategies that promoted organic platform growth.*

### KEY CONTRIBUTIONS

- **Reimagined brand’s media kit**, go-to-market story, and sales materials.
- **Increased advertising reach** by targeting new brands in extended categories.

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## skills

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Creative leadership  
Integrated marketing  
Brand positioning + management  
Hiring + training + development  
Marketing strategy + execution  
Client relations  
Co-branded advertising  
Project management  
Creative production  
Data-driven decision making  
Content creation + development  
Collaboration + communication  
Process improvement  
Adobe Suite | Google Analytics

## education

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**BA** | Sport Management  
University of Michigan

## experience continued

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### **Marketing Manager, Network Partnerships** | 2017 – 2018

[NBCUniversal](#)

*Managed sales strategy, secured sponsorships, and developed innovative omni-channel integrated marketing solutions for Hispanic Group programming and its digital properties. Concepted 360 integration ideas and crafted pitch decks in response to client RFPs in collaboration with cross-functional teams.*

#### KEY CONTRIBUTIONS

- **Introduced brand integration strategies** to drive digital partnerships for tentpole programming, including award shows and specials.
- **Increased advertiser interest** in new properties by proactively building and pitching compelling stories to promote new programs.

### **Head of Production** | 2014 – 2016

Producer | 2013 – 2014

Production + Account Coordinator | 2008 – 2013

[The Vault](#) [formerly DCODE]

*Led production and post-production activities for boutique creative and production agency, owning creative process, budgets, timelines, and client relations in executing multi-platform integrated advertising campaigns with million dollar budgets. Recruited, hired, onboarded, and supervised new agency staff and interns. Negotiated contracts and licenses with agents and legal teams.*

#### KEY CONTRIBUTIONS

- **Reduced costs 20%**, improved team communication, and file sharing accessibility by introducing new internal operations.
- **Spearheaded agency website redesign**, partnering closely with web designers to establish design, content, and functionality.