

STEFANIE VALENTIC

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WORK EXPERIENCE

PENTON, AN INFORMA COMPANY | CLEVELAND, OH | JUNE 2016 - PRESENT **ASSOCIATE EDITOR | EHS TODAY**

- Write 4-6 online news stories per week
- Craft compelling 1,000 - 1,500 word feature pieces for monthly print publication
- Compose a monthly column about relevant topics for readers
- Attend and cover industry trade shows as needed

PENTON MEDIA | CLEVELAND, OH | APR. 2014 - JUNE 2016 **DIGITAL EVENT PROJECT LEADER | MANAGER, DIGITAL EVENTS/VIRTUAL SHOWS**

- Manage production for up to 20 webcasts per month from point of sale to final metrics report
- Develop graphics including HTML emails, Web ads, event console and general look of event
- Provide technical support during implementation and execution of events
- Generate quality marketing leads through the utilization of established Penton B2B brands

VECMAR COMPUTER SOLUTIONS | MENTOR, OH | NOV. 2012 - PRESENT **PRODUCT MARKETING MANAGER**

- Write compelling product descriptions to enhance SEO
- Lead development of quarterly product newsletter
- Manage 20-page product catalog production including copywriting and graphic design

MEISTER MEDIA | WILLOUGHBY, OH | NOV. 2010 - NOV. 2012 **ONLINE EDITOR | FARM CHEMICALS INTERNATIONAL**

- Interview and maintain business relationships with industry professionals
- Manage weekly email newsletter, website and all social media platforms for two brands
- Write technical pieces about the pesticide manufacturing industry and commodity markets

GIE MEDIA | RICHFIELD, OH | JUNE 2008 - APR. 2009 **CONTRIBUTING EDITOR**

- Edit and conceptualize material for business-to-business publications in the landscape and pest control industries
- Revise press releases, create news stories and compile various media for magazine websites
- Publish articles on topics including rising fuel costs, human resources and water conservation

EDUCATION

OHIO UNIVERSITY | ATHENS, OH | JAN. 2007 - AUG. 2009
BACHELOR OF SCIENCE, JOURNALISM
SPECIALIZATION: BUSINESS AND ECONOMICS

SKILLS

Adobe: InDesign, InCopy, PhotoShop, Illustrator, DreamWeaver
WordPress
HTML and CSS
Microsoft: Word, Excel, PowerPoint, Access
Windows Movie Maker