

STEFANIE VALENTIC

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SUMMARY

- Storyteller with 15+ years of experience in brand management, marketing, and communications.
- Skilled in content strategy, media relations, crisis communication, and stakeholder engagement, driving increased audience reach and brand awareness.
- Adept at crafting compelling narratives across 3+ platforms, leveraging SEO and audience engagement strategies to boost traffic by 10%.
- Experienced in leading teams of 5+ and executing large-scale campaigns

EXPERIENCE

Editorial Director @ WASTE360 - Informa 2020 - Present

- Manage 10+ staff and contributors, maintaining content complexity and brand alignment
- Lead content development and oversee daily operations for entire brand portfolio of 4+ newsletters
- Spearhead the development of the first editorial calendar in 5 years,
- Oversee a full website redesign and overhaul, optimizing UX, ads, and site performance
- Serve as an on-camera and voiceover presence for 3+ multimedia initiatives
- Develop 6 content verticals and newsletters, driving 4% increase in audience growth and generating \$50K+ in revenue streams

Managing Editor @ EHS TODAY - Informa/Endeavor Business Media 2016 - 2020

- Wrote and edited up to 20 online news stories per week on topics such as workplace violence and OSHA regulations, ensuring accuracy, clarity, and audience engagement
- Authored compelling 1,000–1,500-word feature pieces for print publication, driving 30% increase in readership and industry recognition
- Led and mentored a team of 10 + staff, including senior editors, freelancers, and contributors
- Managed the full production cycle of the print magazine and 6+ newsletters
- Sourced and secured 12 high-profile speakers for the annual tradeshow, contributing to a 10% increase in attendance and engagement
- Earned multiple promotions from Associate Editor to Managing Editor within 3 years, recognizing leadership, editorial excellence, and contributions to content development and audience growth
- Played a key role in planning and executing the annual tradeshow/conference, driving 8% growth in industry partnerships and sponsorship opportunities

Digital Events/Virtual Show Manager, Penton/Informa 2014 - 2016

- Oversee the end-to-end production of up to 20 webcasts per month, managing logistics from point of sale to final performance reporting
- Design and develop graphics for 3+ HTML emails, web ads, event consoles, and branding assets, contributing to 50-70% attendance and high-quality marketing leads
- Provide real-time technical support during 20+ events, ensuring 95% seamless execution and minimizing technical disruptions
- Leverage established Penton B2B brands to generate 400-1000 marketing leads per virtual event

FELLOWSHIPS & CERTIFICATIONS

Zero Waste Associate @ Zero Waste USA	2025
OSHA 30-Hour Outreach Cert @ 360training	2020
IT Specialist / IT Professional @ Lakeland Community College	2018
Kiplinger Fellow @ Ohio University	2018

EDUCATION

BS in Journalism, Specialization: Business and Economics @ Ohio University

TECHNICAL SKILLS

- Content Management & Publishing: WordPress, Drupal, HTML, CSS
- Adobe Creative Suite: InDesign, Photoshop, Illustrator, Dreamweaver
- SEO & Analytics: Google Analytics, Google Search Console, Yoast SEO, Chartbeat
- Email Marketing & Automation: Mailchimp, Constant Contact
- Project Management: Microsoft Office, Trello, Microsoft Teams, Slack, GroupMe, Zoom
- Editing: Adobe Premiere Pro, Final Cut Pro, iMovie, Audacity, Camtasia, Vimeo, Brightcove
- Digital Advertising & PPC: Google Ads, Facebook Ads
- Social Media Management & Analytics: Hootsuite, Sprout Social, Tweetdeck, Meta Business Suite, Facebook, Twitter (X), Instagram, LinkedIn

AWARDS

- **All Ohio Excellence in Journalism | Press Club of Cleveland Awards (2021)**
 - **First Place** – Features: General | *“Survivor Stories: Negotiating Safety”* | *EHS Today*
 - **Second Place** – Features: Personality Profile | *“Old Brooklyn Nurse Practitioner Reflects on Career and the Pandemic”* | *Old Brooklyn News*
 - **Second Place** – Features: Personality Profile | *“Industry Veteran Chaz Miller Reflects on the Last 50 Years of Recycling”* | *Waste360*
 - **Second Place** – Features: Trends | *“A Dream for Safer Roads”* | *EHS Today*
- **ASBPE – Bronze Award (2021)**
 - *American Society of Business Publication Editors* | *Northeast Region*
 - *Tradeshaw/Conference Coverage and Content* | *Waste360*
- **Ohio Society of Professional Journalists (SPJ) Awards (2020)**
 - **First Place** – Best General Story | *“Dank Dilemma: The Unregulated CBD Market and Drug Testing”* | *EHS Today*
- **All Ohio Excellence in Journalism | Press Club of Cleveland Awards (2019)**
 - **Second Place** – General News Column | *“History Repeats Itself”* | *EHS Today*
 - **Third Place** – Features and Trends | *“How Pre-task Exercises Build a Strong Safety Core”* | *EHS Today*
- **ASBPE – Bronze Award (2017)**
 - *American Society of Business Publication Editors* | *Heartland Region*
 - *Regular, Staff-Written Column* | *“Sincerely Stefanie”* | *EHS Today*