

# Dylan Stefanisko

Marketing & design leader, B2B & B2C strategist, brand storyteller

## PROFESSIONAL EXPERIENCE

### Left Coast Wholesale

#### Senior Brand Marketing Strategist | 2024 – 2025

- Executed GTM strategy for new brand (Redwood Mushroom Supply) by identifying ideal consumer segments and targeting specific audiences with interest-based Google and Meta ads, delivering a 105% quarterly sales growth rate in first year
- Drove customer reengagement strategy through development of email automations, remarketing advertising, win-back campaigns, and video-first social media content, with emphasis on brand story and consumer education, increasing repeat customer rate by 33%

### Catchafire

#### Manager, Partner Marketing | 2021 – 2023

- **Directed multi-channel B2B lead generation strategy**, in collaboration with the V.P. of Marketing
  - Expanded brand reach in new markets through demand generation, by developing partnership strategies with nationally recognized customers (Patagonia, Paramount, AMEX), and elevating brand awareness through paid advertising with philanthropic industry leaders and in Google and Meta Ads, increasing inbound leads by 442% in one year
  - Developed cold outreach email strategy to warm leads for sales team and guide prospects through sales funnel, driving a 309% increase in MQL volume from 2022-23
  - Built and maintained Hubspot dashboards to identify and track MQLs and SQLs, score leads, and optimize budget allocation, and assessed performance indicators with executive stakeholders, including conversion rates, ROI, cost per lead, customer acquisition cost, and webinar registration rates
- **Implemented regional account-based marketing strategy in Hubspot**, in collaboration with the Senior Manager of Content Marketing
  - Analyzed database of 3K enterprise accounts and 90K contacts to create marketable segments based on region, map leads to lifecycle stages, and influence lead nurturing content strategy in sales funnel
  - Created automated workflows, drip campaigns, and content journeys in Hubspot targeting MoFu prospects with dynamic and personalized messaging, highlighting unique pain points and communicating brand values, converting 7% of MQLs into high value prospects for sales team
  - Collaborated with a team of six AEs to create sales enablement resources, such as landing pages, gated resources, and webinar funnels, helping secure 11 new partnerships

#### Sr. Associate, Digital Marketing & Design | 2019 – 2021

- Owned B2C marketing strategy for end-users (nonprofits and volunteers), achieving a 90% registration rate, and 30% activated user rate

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## EDUCATION

### California Polytechnic State University, San Luis Obispo

B.F.A. in Art & Design, Graphic Design Concentration  
*Magna Cum Laude*

### Santa Rosa Junior College

Associate of Arts  
Certificate in Web Content Development

## SKILLS AND SOFTWARE

### Marketing Strategy

B2B & B2C Strategy, Go-to-Market (GTM) Strategy, Account-Based Marketing (ABM), Demand Generation, Lead Generation, Growth Marketing, Email Marketing, SEO/SEM

### Design

Brand Identity, Graphic Design, Front-end Web Design, Advertising Design, Print Design, Landing Page Design

### Advertising

Meta Ads Manager, Google Ads, TikTok Ads Manager, Display Ads

### CRM & CMS

Hubspot, Shopify, Wordpress, Squarespace, Klaviyo, ActiveCampaign, Mailchimp, Intercom, Sendgrid

### Markup

HTML, CSS

### Creative Software

Adobe Creative Cloud, Figma, Canva, Affinity

### Data & Analytics

Google Suite, FullStory, Segment, Airtable, Excel