

Stefanie Babb

I'm Stefanie Babb, and I am passionate about creating resonating content and have a proven track record to support it. I hold an MSc in Strategic Communications and Public Relations from the University of Stirling and Universitat Pompeu Fabra, along with a BA in History, Latin American Studies, and a minor in Spanish. My diverse academic background and work experience as a business owner and copywriter make me a unique fit for this role.

CONTACT

stefadel.babb@gmail.com

www.cabanacomms.com

SKILLS

- Website optimization with Google Keyword Planner and Google Analytics
- Website optimization with Google Keyword Planner and Google Analytics
- Proficient in Microsoft Office products and Adobe software knowledge: Photoshop, Lightroom, Adobe XD, Premiere Pro, Adobe Audition
- Website creation with Wix, Squarespace and WordPress
- Social Media management: Instagram, Facebook, Twitter, LinkedIn, RallyPoint
- MailChimp, Email Octopus, Constant Contact
- Documentation using Gitbook and step-by-step help tutorials
- UX Writing for error messages, button labels, etc.
- Highly organized and detail-oriented task management
- Experienced presenter in groups of 40+
- SPSS data analysis

LANGUAGES

English | Native

Spanish | Advanced

EDUCATION

University of Stirling & Universitat Pompeu Fabra | Stirling, Scotland & Barcelona, Spain

September 2021 – September 2022

- MSc Strategic Communications and Public Relations

University of Central Florida | Orlando, FL

June 2015 - December 2018

- History (B.A.) and Latin American Studies (B.A.) with a Minor in Spanish

Universidad de Nebrija | Madrid, Spain

February 2018 - May 2018

- Attended a Spanish University to improve both oral and written Spanish skills

EXPERIENCE

The SSL Store | St. Petersburg, Florida — Copywriter

December 2022 - Present

- Craft clear and cohesive content that captures the company's unique voice
- Transform technical information and creative concepts into compelling marketing copy
- Execute monthly email campaigns with engagement rates between 28%-32% on average
- Enhance the reach of the copy through effective SEO strategies
- Create websites for new products or offerings

Cabana Communications LLC | Owner/Copywriter

January 2020 - Present

- Write tailored content for various industries: health, finance, security, education, etc.
- Develop branded content for business, from social media to branding photography
- Write scripts for educational videos
- Craft engaging scripts for e-learning courses
- Devise and implement effective digital communication strategies that align with brand objectives
- Develop SEO-optimized websites and blogs to enhance online visibility and drive organic traffic

VATC | St. Petersburg, Florida — Technical Writer

March 2019 – June 2020

- Managed multiple communication channels (release notes, blog, newsletters, social media profiles, etc.) to ensure effective communication
- Edited proposal documentation, marketing materials, and ensured adherence to brand guidelines
- Worked closely with UX Designer to create intuitive error messages, button labels, and app descriptions
- Collaborated with software engineers to produce comprehensive and user-friendly product documentation
- Created engaging social media, marketing content, instructional videos, and proposal documentation to promote products/services

The Borgen Project | Seattle, WA — Content Team Intern

June 2018 - December 2018

- Wrote weekly articles about global poverty to be published on the website

EducationUSA | Cusco, Peru — Intern

May 2017 - July 2017

- Collaborated with the U.S. Department of State through EducationUSA program, engaging with embassy officials
- Mentored and tutored ESL students, assisting them in enhancing their English proficiency