

# STACEY TONKIN

STACEYLANTZ@GMAIL.COM

857-366-0194

## EDUCATION

### Master of Science

Information Systems

South University, Atlanta, GA

2016–2019

### Bachelor of Science

Political Science, Communications  
& Law

Emerson College, Boston, MA

1998–2002

## TECHNICAL EXPERIENCE

- **CMS:** WordPress, Drupal manage SEO-friendly, AI-enhanced websites and LMS content
- **AI Content Management:** Tools for AI-driven content creation and optimization Jasper, ChatGPT
- **SEO Tools:** Google Analytics, SEMrush, Ahrefs, MOZ – track performance, keyword strategy, schema markup.
- **Marketing Automation:** HubSpot, Marketo, Pardot email campaigns, lead nurturing, behavioral targeting
- **Creative Software:** Adobe Illustrator, Photoshop, InDesign multimedia content design
- **Data Visualization:** Google Data Studio, Tableau
- **Project Management:** Asana, Trello, Jira – content workflow and cross-team coordination
- **Social Media:** Hootsuite, Buffer – social scheduling and analytics
- **Video Editing:** Adobe Premiere Pro, Final Cut Pro – video content production

## CONTENT MARKETING MANAGER

### PROFILE SUMMARY

Results-driven marketing and content strategist with 12+ years of experience leading multi-channel content creation, digital marketing, and brand development. Proven ability to build data-driven content strategies, manage projects end-to-end, and deliver measurable ROI. Adept at storytelling, SEO optimization, and cross-functional collaboration that strengthens brand engagement and drives business growth.

## WORK EXPERIENCE

### Media, Content and Marketing Manager

#### Garner Wallace | Remote | 2025–Present

- Develop and execute an integrated content marketing strategy to align with corporate objectives and Lead the creation and management of all content assets.
- Optimize web presence using SEO best practices, keyword targeting, and analytics platforms such as Google Analytics.
- Manage cross-functional project pipelines in partnership with design, digital, and sales teams to ensure consistent brand alignment.
- Oversee production timelines, multimedia asset development, and content publication across website, email, and social platforms.
- Collaborate strategically across PR, events, and advertising teams.

### Owner / Project Manager & Marketing Specialist

#### Amazing Billiards / 3 Cushion USA | 2018–2024

- Led marketing, web development, and business operations for a national travel membership platform.
- Built brand visibility through keyword-optimized digital content across social media, email, and blog platforms.
- Managed over 20 vendor partnerships generating more than \$20M in total revenue.
- Developed visual and written content with Adobe Photoshop and Illustrator to enhance digital presentation and client engagement.

### National Event, Sales, and Project Manager

#### The Billiard Channel | Eureka, CA | 2017–2019

- Managed vendor content representing over \$25M in combined product revenue.
- Produced, filmed, and edited original TV and digital content that attracted 200+ new clients in one year.
- Served as Marketing Project Manager for promotional media and infomercial campaigns leading to major sponsorship wins.
- Designed event ROI models, scoped budgets, and delivered content that drove measurable results.