

# SONJI STEWART

DRIVING REVENUE THROUGH PERSONALIZATION, AUTOMATION, AND DATA

## DIGITAL STRATEGIST & MARKETER

Marketing professional with **10+ years of agency and in-house** experience executing campaigns from concept to launch. Quickly learns **new marketing technologies** and **champions the rollout of automation tools**. Combines **strategic thinking** with hands-on execution across digital channels, creative development, and campaign operations. Motivated to be a part of a collaborative team where disciplined execution and innovation translate into **meaningful, positive impact** on people's everyday lives.

## EDUCATION

- Masters of Arts in Law, **Alternative Dispute Resolution** – Regent University
- Bachelors of Science in Business Administration, **Economics & Decision Sciences** – Old Dominion University

## SKILLS AND CERTIFICATIONS

- Primarily Mac User, PC, 6sense, Microsoft Office, Jira, Google Analytics, Google Ads, LinkedIn Ads, Miro, Mailchimp, Salesforce, Constant Contact, Looker Studio, AI Prompt Engineering, Zapier, Coupler.IO
- **Hubspot Certification:** Email Marketing; **6sense Certifications:** Administrator, Digital Advertiser, Fundamentals of Next-Gen Marketing; **Google Certification:** Data Analytics Professional; **Scrum Alliance Certification:** Scrum Master; **Coursiv AI Certifications:** Chat GPT 2.0, Gemini, DALL-E, Deepseek, Stable Diffusion, Claude, Lovable, Jasper AI; **Toastmasters International:** Advanced Communicator

## WORK EXPERIENCE

### RGP (acquired Veracity Consulting), Sr Marketing Program Manager, 2021 - Present

- Execute integrated, multi-channel digital campaigns powered by 6sense
- Create personalized outreach emails for automated nurture sequences to drive qualified lead generation,
- Build post-webinar emails using Mailchimp HTML templates,
- Contribute to digital marketing strategy and planning for the marketing team roadmap
- Manage Marketing workload priorities for copywriting, design, and development for corporate website(s)
- End-to-end digital campaigns—landing page strategy, creative development to performance tracking
- Maintain corporate web properties to ensure brand consistency, and compliance (GDPR, CAN-SPAM)
- Translate performance data into actionable insights, delivering weekly and monthly reporting

### BCF, Director of Project Services, 2019 – 2021

- Executed digital, print, and commercial ads for destination marketing and tourism brands
- Led creative teams to concept new brand ideas, key messaging, look and feel for campaigns, and design execution for print, web, radio, and TV.
- Tracked campaign performance and analytics for customers' digital properties
- Managed production vendor relationships and all invoicing for production, editing and usage rights

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## **Busch Manufacturing, Inside Sales Supervisor, 2014 – 2019**

- Managed all order processing for the Inside Sales team, and managed shipping and delivery logistics
- Owned KPI reporting and performance improvement for customer satisfaction and delivery performance
- Forecasted orders using LN ERP data (orders, allocations, sales history) to manage pump/spare parts stock

## **BCF, Director of Creative Services, 2007 – 2013**

- Orchestrated all creative team processes for creative concepting and execution to deliver on time
- Coordinated logistics for production vendors and managing freelancers, securing creative assets, and
- Directed web production for website builds, redesigns, SEO, and ongoing maintenance projects
- Managed and grew client email lists and segments in Blue Hornet; merge-purge and regular clean data practices to add new, remove opt-outs, and bounces to move campaign leads to engaged customers
- Executed end-to-end email marketing campaigns, conducting A/B tests on subject lines, analyzing open rates, engagement, and bounce metrics, and attributing downstream website conversions