

# 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.

**Digital Strategy**

**Digital Advertising**

**Demand Generation**

**Analytics & Reporting**

**MarTech Specialist**

**Search Engine Optimization**

**Project Management**

**Campaign Management**

**Email Marketing**

## 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

**2021 – Present, RGP** (bought Veracity Consulting), **Sr Marketing Manager, Atlanta, Georgia**

**2019 – 2020, BCF, Director of Project Services, Virginia Beach, Virginia**

**2014 – 2019, Busch Manufacturing, Inside Sales Supervisor, Virginia Beach, Virginia**

**2007 – 2013, BCF, Director of Creative Services, Virginia Beach, Virginia**

**2004 – 2007, Bank of America, Program Office Manager – Norfolk, Virginia**