

Stella Draper

BRAVO MARKETING COORDINATOR

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Profile

Creative, organized, and passionate about storytelling—I'm a marketing professional with 7+ years of experience managing campaigns, supporting high-performing teams, and bringing ideas to life across biotech, education, and event spaces. I've handled everything from calendar and budget management to developing engaging social content and supporting cross-functional teams. I thrive in fast-paced environments where no two days look the same, and I take pride in being the go-to person who keeps things moving, on brand, and on time. With a deep love for entertainment—especially reality TV—I'm ready to bring my energy, eye for detail, and creative voice to a brand that's shaped my passion since day one.

Employment History

Marketing Assistant, Cambridge Innovation Institute, Needham

May 2024 — Present

- Write compelling, tailored email copy for over 30+ client campaigns in the biotech and pharmaceutical sectors, improving open rates and audience engagement
- Translate complex scientific and technical content into clear, persuasive marketing messages aligned with industry regulations
- Conduct competitive market research to identify potential sponsors and partners, contributing to improved lead generation strategies
- Collaborate with graphic designers and sales teams to create visually cohesive and message-driven materials such as prospectuses, digital ads, and event promotions
- Draft and schedule LinkedIn carousels and content that balance thought leadership with strong CTAs, boosting organic reach and impressions
- Ensure consistency in voice and tone across all marketing assets while adapting content to suit various scientific audiences

Junior Copywriter, PINE Philly, Philadelphia

December 2022 — September 2023

- Developed original brand copy for social media, email campaigns, and print materials used in rebranding efforts for a South Philly district
- Collaborated with the creative team to pitch new brand identities, winning client approval and increasing visibility in the local community
- Conducted deep research on audience personas and competitive landscapes to inform strategy, storytelling, and messaging
- Contributed to concept development in brainstorming, presenting creative ideas that made it into final campaigns
- Helped maintain tone-of-voice consistency across platforms while exploring creative ways to engage target audiences

Marketing Intern, Howard Gittis Student Center, Temple University, Philadelphia

May 2023 — May 2024

- Spearheaded weekly outreach initiatives at campus tabling events to promote Student Center services and programs, increasing student engagement
- Rebranded the Student Center's social media platforms, improving follower growth and post interaction rates through strategic content planning
- Created marketing materials—including posters, giveaways, and email templates—for seasonal and high-attendance events
- Coordinated with student service departments to ensure messaging alignment and consistent branding across all Student Center operations

Social Media Intern, ERPHealth, Philadelphia

December 2022 — May 2023

- Created and scheduled branded content across social platforms, resulting in a 50% increase in engagement over 6 months
- Designed promotional graphics, flyers, and weekly highlight videos to support ERPHealth's marketing initiatives and events
- Developed original copy for all posts and print collateral, ensuring tone consistency and value-driven messaging
- Coordinated internal marketing calendars and aligned social strategy with company goals

Vice President of Marketing, E-Board, Active Minds, Temple University, Philadelphia

February 2021 — May 2023

- Led all marketing efforts for the organization, developing campaigns to raise mental health awareness across campus
- Supervised a creative team of five students, hosting weekly meetings and delegating responsibilities to optimize productivity
- Designed promotional materials including planners, posters, and branded stickers to increase membership and event turnout
- Facilitated workshops for other Active Minds chapters, offering guidance on best practices for digital engagement and outreach
- Promoted from Social Media Coordinator (Feb 2021 – Oct 2021) to Lead Graphic Designer (Oct 2022), demonstrating initiative and leadership

Education

B.A. in Advertising, Temple University, Klein College of Media and Communication, Philadelphia

January 2020 — January 2023

Minor in Event and Entertainment Management

Links

[Portfolio](#)

Skills

Effective Time Management



Initiative and Problem-solving Abilities



HubSpot Certified



Certified in Google Ads App



Proficient in SEM and SEO strategies



Strong research and creative writing abilities



Skilled in Microsoft Office Suite



Social media strategy and campaign execution

