

STEPHYN ABELLO

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PROFESSIONAL SUMMARY

Creative, results-driven Digital & Social Media Marketing Specialist with experience in digital media, audience engagement, and content creation. Proven track record in driving growth and enhancing web presence through innovative strategies in email and social media content. Adaptable, inclusive collaborator committed to leading projects from inception to completion.

EXPERIENCE

DREXEL UNIVERSITY ATHLETICS

Philadelphia, PA

Associate Director of Marketing and Fan Engagement

February 2024 - Present

- Manages content creation and digital strategy, resulting in substantial audience growth and engagement
- Spearheads the rebranding of our facility rentals and student section through our online presence and fan experience
- Promoted to Associate Director after one season with the department, advancing beyond the Assistant Director role

Manager of Marketing and Fan Engagement

October 2022 - February 2024

- Leads a cross-functional team to produce content, resulting in a 40% increase in event attendance
- Achieved a 100% engagement increase across social media platforms, including Instagram, Facebook, and TikTok
- Increased email response rate by 120% through A/B testing of hookpoints, copy, and subject lines
- Designed and implemented a content management system (CMS) for sponsored and organic social media content
- Employs Adobe Creative Suite (Photoshop, Rush, etc.) to produce marketing materials and creative content
- Oversees game presentation of scripts, videoboard content, audio, on-court promotions, & sponsor activations

FREELANCE

Content Marketing & Social Media Strategist

September 2023 - Present

- Produces SEO-rich materials and designs comprehensive digital marketing campaigns
- Oversees content calendars, email marketing campaigns, marketing automation, and paid advertising initiatives
- Tests social media performance for different variations of content (platform, photos, videos, text, length, etc.)

UNIVERSITY OF ILLINOIS ATHLETICS

Champaign-Urbana, IL

Division 1 Student-Athlete, Softball

August 2015 – May 2019

- Led the team to a top-25 national ranking and 3 NCAA tournament appearances as a 4-year starting catcher
- Developed promotional creative content, including videos and photos for social media and home games
- Authored content for Illini Softball's Behind the Shield Blog, including written and video testimonials
- Earned a leadership certificate in the Fighting Illini Student-Athlete Development Program: Values into Action

EDUCATION

GEORGETOWN UNIVERSITY, SCHOOL OF CONTINUING STUDIES

Washington, DC

Sports Industry Management, Master of Professional Studies

May 2022

- Completed courses in sports marketing, digital strategy, communications, leadership, and revenue development
- Conducted in-depth research on marketing initiatives for diversity and inclusion in college sports
- Cumulative GPA 4.0/4.0

UNIVERSITY OF ILLINOIS, COLLEGE OF LIBERAL ARTS AND SCIENCES

Champaign-Urbana, IL

Creative Writing and Spanish, Bachelor of Arts

May 2019

- Developed strong creative and journalistic writing skills in both English and Spanish
- Achieved Summa Cum Laude, James Scholar Honors Student, and Bronze Tablet recognitions
- Cumulative GPA 3.97/4.0

MARKETING CERTIFICATIONS

Online

- HubSpot Academy: Digital Marketing, Email Marketing, Content Marketing *Summer 2023*
- LinkedIn Learning: Social Media for Content Marketing, Strategic Content Marketing, Blogging for Business

SKILLS

- Proficient with Adobe Creative Suite, CMS, and digital analytics tools
- Expertise in managing digital media, email campaigns, website content, and social media
- Strong editorial and problem-solving skills with excellent time management capabilities
- Familiar with creating engaging video and graphic content for digital and social media

AWARDS AND RECOGNITIONS

- **Big Ten Postgraduate Scholarship** - recognized for leadership potential and post-graduate promise (\$7,500)
- **All-Big Ten Teams** - All-Big Ten Tournament Team (2017) and All-Big Ten Second Team (2018)
- **Big Ten Distinguished Scholar** - awarded for maintaining a GPA of 3.7 or higher (2017-2019)
- **NFCA All-American Scholar-Athlete** - nationally recognized across NCAA softball for academic excellence
- **CoSIDA Academic All-District** - regionally recognized for athletic and academic achievement (2017, 2018)
- **Outstanding Scholar-Athlete Award** - highest GPA among student-athletes for 3 consecutive years (2017-2019)
- **Joseph S. Flores Award** - recognition for proficiency in Hispanic culture and language (\$1,000)