

STEPHANIE ZYGMONT

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SUMMARY

Creative and dynamic Communications Specialist with over 5 years of experience in developing and executing comprehensive communication strategies to improve brand visibility and engagement. Proven expertise in content creation, social media management, public relations, and digital marketing. Adept at crafting compelling narratives that resonate with diverse audiences and drive business objectives. Excellent collaborator with a strong ability to manage cross-functional teams and build relationships with key stakeholders. Committed to fostering positive brand perception and ensuring consistent, impactful messaging across all channels.

RELEVANT COMMUNICATIONS EXPERIENCE

Constellation - Marketing Specialist

09/2024 - Current

- Strategic Campaign Execution: Executes targeted email marketing campaigns to nurture leads, engage customers, and drive conversions, ensuring alignment with overall marketing strategy.
- Optimized Content Development and Messaging: Creates compelling marketing materials, including digital content, sales collateral, and email campaigns, ensuring brand consistency and audience relevance.
- Cross-Functional Collaboration: Works closely with internal teams, including sales, communications, and digital marketing, to align messaging and maximize marketing collateral effectiveness.

Constellation ClearSight, Marketing and Communications Specialist

07/2021 - 09/2024

- Enhanced Content Creation and Management: Successfully implemented a robust communications content plan, increasing publications from 5 to 52, resulting in a 32% monthly increase in site traffic.
- eBook and Whitepaper Development: Created and published an eBook and whitepaper, establishing the company as a thought leader in wildfire preparedness through advanced digital inspections.
- Boosted Brand Awareness: Developed comprehensive sales kits for all 12 services, significantly improving client understanding and engagement.
- Website Management: Managed the company website, ensuring content was up-to-date, user-friendly, and optimized for SEO.
- Collaborative Team Player: Coordinated with cross-functional teams to streamline communication efforts and optimize campaign outcomes.

*Worked in the ClearSight division at Exelon Corporation, and moved with ClearSight to Constellation.

Exelon Corporation 09/2013 - 07/2021

ClearSight, Communications Specialist

12/2019 - 07/2021

- Social Media Strategy: Developed and implemented innovative social media strategies that increased followers, engagement, and overall reach.
- Internal Communications Enhancement: Improved employee awareness and engagement by creating and implementing a strong internal communications process, including monthly newsletters and quarterly company-wide meetings.
- Public Relations: Managed PR campaigns and media relations to uphold and improve the company's reputation.
- Crisis Communication: Developed crisis communication plans and managed responses to ensure clear, consistent messaging during critical incidents.

Limerick Generating Station, Site Communications Operations Analyst

10/2018 - 12/2019

- Revamped Internal Communications: Developed a daily newsletter for distribution during refueling outages, delivered site-wide alignment packages, and crafted presentations to increase employee awareness of site activity.

Limerick Generating Station - Administrative Coordinator

10/2014 - 10/2018

Limerick Generating Station, Administrative Assistant

09/2013 - 10/2014

EDUCATION

Master of Science: Strategic and Digital Communication, *Minor: Marketing* • Drexel University • Expected 2025

Certificate: Public Relations • Drexel University • 2023

Bachelor of Science: Business Administration, *Minor: Communication* • Drexel University • 2021

SKILLS

Content Creation, Public Relations, Web and Social Media Management, Crisis Communication, Written and Verbal Communication, Interpersonal Skills, Strategic Thinking, Attention to Detail, Adaptability, Editing and Proofreading, Project Management