

STEPHEN MCKELLAR

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EDUCATION

BACHELOR OF SCIENCE IN MARKETING, UNIVERSITY OF SOUTH FLORIDA ST PETERSBURG | Major GPA: 3.44

PROFESSIONAL SUMMARY

Digital marketing professional combining integrated campaign strategy with hands-on creative production, paid media, website operations, and performance analysis. Experienced in translating organizational goals into multichannel campaigns, measurable audience growth, and effective use of marketing resources.

PROFESSIONAL EXPERIENCE

SCOUTING AMERICA – Greater Tampa Bay Area Council

Marketing Specialist | January 2023– Present

- Lead integrated marketing strategy across social media, email, paid advertising, and web platforms, supporting recruitment, fundraising, and program participation throughout a nine-county region.
- Generated 6.1 million Meta views, 136K+ content interactions, and 4,400 follows from January 2025 to October 2026.
- Secured approval for Google Ad Grants, providing access to up to \$120,000 annually in in-kind Search advertising; manage Google Ads and Meta campaigns, including targeting, retargeting, and optimization.
- Manage organizational website operations, including WordPress page development, content updates, user experience improvements, technical troubleshooting, and ongoing maintenance.
- Analyze marketing performance using Google Analytics 4, Meta Business Suite, and advertising platform insights to evaluate campaigns and guide messaging and optimization.
- Develop community and corporate partnerships and support earned media efforts through story pitches, PR coordination, and connecting journalists with interview subjects.
- Developed the strategic marketing plan for a \$100,000 grant-funded initiative and lead resource allocation and campaign prioritization across recruitment and digital marketing efforts

FIT FUNDRAISING

Freelance Digital Marketing | January 2024 – Present

- Partner with organizations to develop and execute digital marketing strategies across websites, social media, email, and paid campaigns.
- Design and develop WordPress websites, landing pages, lead-generation forms, and interactive tools to improve user experience and capture prospective clients.
- Implement marketing analytics and conversion tracking using Google Analytics 4, Google Tag Manager, and campaign-specific tracking.
- Produce and manage multimedia content, including podcasts, webinars, videos, email newsletters, and branded creative assets to strengthen brand awareness, engage audiences, and support lead generation.

ECKERD CONNECTS

Digital Marketing Coordinator | March 2020 – June 2022

- Coordinated digital fundraising and communications campaigns across email, social media, and web channels.
- Created campaign content, maintained editorial calendars, and supported consistent messaging across digital touchpoints.
- Monitored campaign performance and used reporting to refine outreach and engagement tactics.

SKILLS

Integrated Marketing Strategy • Google Ads & Meta Ads • Google Ad Grants • Google Analytics 4 & Tag Manager • WordPress / Divi • Website Operations • Email Marketing • Content & Video Production • Public Relations • Lead Generation • Marketing Budget Planning