

Stephanie Barrington

Summerville, South Carolina

Stephanieannbarrington@gmail.com

717-205-6612

Professional Summary

Accomplished marketing professional with 16 years of experience in digital marketing strategy, social media management, content creation, email marketing, SEO, paid advertising, and analytics. Built and led a network marketing organization to over \$1M in sales through strategic relationship marketing, team development, and digital engagement. Passionate about helping businesses leverage the full power of digital marketing to achieve their goals.

Professional Skills

Digital Marketing Strategy

Strategic Planning | Campaign Management | Brand Development | Competitive Analysis

Social Media Marketing

Instagram | Facebook | Content Strategy | Community Management | Influencer Collaboration | Growth

Content Creation

Copywriting | Blog Writing | Graphic Design (Canva) | Content Repurposing | Brand Storytelling

Network Marketing

Million-Dollar Sales Achievement | Leadership | Recruitment | Training & Duplication | Relationship Building | Event Speaking

Technical Proficiency

Canva | CapCut | Shopify | Trello | Housecall Pro | (All email softwares) | Slack | Google Workspace

Soft Skills

Leadership | Adaptability | Problem-Solving | Client Relations | Mentorship | Attention to Detail

Related Experience

Network Marketing

March 2016-Present

- Tranont
 - Built and scaled a network marketing organization from the ground up, recruiting and onboarding over 1,000 associates in under 6 months
 - Achieved 7 rank advancements within the first 3 months through strategic team building, leadership development, and consistent sales production
 - Developed and implemented training systems that empowered team members to duplicate success, resulting in rapid organizational growth
 - Mentored and coached associates on prospecting, relationship building, and product knowledge, fostering a culture of leadership and accountability
 - Generated significant sales volume through personal production and team-driven revenue streams
- Beachbody
 - Built and led a global organization of thousands of independent coaches across multiple countries, driving over \$1M in personal earnings through strategic leadership, recruitment, and team development
 - Achieved and maintained the highest rank in the company, consistently recognized as a top-performing leader for sales volume, team growth, and coach retention
 - Speaker at local and national events, delivering high-energy presentations to motivate, educate, and inspire thousands of coaches and leaders

- Developed comprehensive training systems, mentorship programs, and duplication strategies that empowered team members to build successful businesses and advance in rank
- Recognized for exceptional leadership, including Elite (7 years in a row), Top 25 (3 years in a row), and Superstar.

Managing Director/Owner

December 2009-Present

Barrington & Co. (Formerly Hacker Freelancing)

Owner/Operator of established freelancing company

- Content Writer: www.instapage.com
 - Researched and wrote high-converting, SEO-optimized content for Instapage, driving organic traffic and supporting lead generation goals
 - Collaborated with marketing and design teams to create landing page copy, email campaigns, and educational resources that aligned with brand voice and conversion objectives
 - Translated complex technical concepts (landing pages, conversion optimization, A/B testing) into clear, accessible content for marketers and small business owners
 - Optimized existing content for SEO and user engagement, contributing to improved search rankings and increased time-on-page metrics
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- Social Media Specialist: www.ckitchen.com
 - Write four blogs per week
 - Publish and disseminate blog posts across all social media platforms
 - Engage on social media with potential customers, current customers and industry thought leaders
- Marketing Producer: www.gaggleamp.com
 - Create comprehensive social media marketing campaigns to promote company products
 - Manage Gaggle Managers LinkedIn Group
 - Manage and create email marketing campaigns
 - Create marketing collateral for the sales team's use
- Social Media Community Manager: www.StudioOneNetworks.com
 - Manager of community pages for the following sponsors: Crest/Oral B, Home Depot, Eukanuba, Orgulloso, P&G, and Vicks/Puffs
 - Responsible for collecting data and social media tracking
 - Gained 1,000+ fans on Facebook for Crest/Oral B project within one week
- Director of Festival Affairs for Kids Food Festival: www.kidsfoodfestival.com
 - Participated in design and function duties of the website
 - Managed the production of sponsorship collateral and presentations
 - Developed comprehensive online and social media promotions
 - Produced and managed all content for website and bi-monthly newsletters
 - Managed programming and logistics of events (and company as a whole)
 - Served as liaison between Kids Food Festival and partner *Cooking Light Magazine*
- Web Communications Manager for The Creative Kitchen: www.thecreativekitchen.com
 - Managed the production of sponsorship collateral and presentations
 - Developed comprehensive online and social media promotions
 - Produced and manage all content for website and social media platforms and bi-weekly (and as needed) newsletters
- Social Networking Professional for Salon Voices: www.blog.SalonVoices.Com
 - Managed the production of various business proposals and presentations
 - Developed comprehensive online and social media promotions
 - Produced and manage all content for website and social media platforms including blog
 - Produced and distributed monthly newsletter
- Resume writer: www.Resumes2hire.com
- Wrote and edited feature articles for *Alaska's Best Kitchens Magazine*
- PR contact for www.Daddy123.com
- Developed a web-based marketing campaign for launch of www.connect2childcare.com.
- Developed and implemented a comprehensive marketing campaign and corporate sponsorship collateral for The MobilityWorks Foundation: www.mobilityworks.org
- Edit many self-published books, including Barnes and Noble's Best Selling Author Penny Arnold's series

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Digital Marketing Manager

November 2012-February 2014

Hanover Automotive Group, Hanover, PA

- Responsible for design, content and maintenance to www.hanoverhonda.com, www.hanoverhyundai.com, www.hanoverautomotivegroup.com
- Call interested customers and respond to emails in effort to set a sales appointment
- Work with third party vendors to secure viable sales leads and to create sales and marketing campaigns
- Manage a sales team of 15 consultants and a BDC of 3 consultants
- Develop and implement comprehensive social media and digital marketing campaigns

Editorial Intern

May 2009-August 2009

KIWI Magazine, New York, NY

- Researched companies and products to keep up with trends, health and safety
- Published in four issues, on the KiwiBlog and in the Scoop e-newsletter
- Interviewed business owners, authors, parents and researchers from around the world
- Performed editing duties and fact-checking
- Assisted as “baby wrangler” at photo shoot

Writer/Reporter

June 2008-January 2010

The Ellicottville Villager, Ellicottville, NY

- Conducted interviews with small business owners, artists and musicians (including Robby Taykac of the Goo Goo Dolls) from the Western New York area
- Wrote articles for the weekly Up Close and Business Tracks columns

Computer Skills

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| • Canva | • Zoom | • HTML Basic Knowledge |
| • Microsoft Office Suite | • Dropbox | • CapCut |
| • Social Media Management Software | • Lightroom | • AI software |
| • Email Marketing Platforms | • Calendly | |
| | • Google Forms | |
| | • LinkTree | |

Education

Bachelor of Arts, Journalism and Mass Communication
St. Bonaventure University, St. Bonaventure, NY

December 2009

References available upon request.