

Stella Stoetzel

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EDUCATION

2025

DePaul University
BA In Public Relations and Advertising, Minor in Digital Marketing

SUMMARY

PR and marketing professional with experience in social media, content strategy, influencer marketing, and brand communications. I enjoy creating content that helps brands connect with people, and have had the opportunity to grow audiences, shape brand messaging, and support marketing initiatives for both local businesses and consumer brands.

PROFESSIONAL EXPERIENCE

Illinois Property Solutions - Naperville, IL

April 2026 - Present

Marketing and Communications Consultant - Freelance

- Served as the company's marketing partner, leading a complete website redesign from planning through launch.
- Defined the company's messaging and brand voice by writing copy for the homepage, service pages, portfolio, and company profile.
- Built the company's LinkedIn presence by creating the company page and developing content for company leadership.
- Improved the website's navigation, mobile experience, and overall user experience to better communicate services and support lead generation.
- Partnered directly with company leadership to turn business goals into effective marketing initiatives.

Bird's Nest Bar - Chicago, IL

May 2023 - Present

Social Media Manager, Server

- Manage Instagram strategy and content for two Bird's Nest Bar locations, creating campaigns that promote sporting events, specials, seasonal promotions, and community events.
- Grew Instagram followers by **80%**, increasing the audience from approximately **3,000 to more than 5,400 followers** in one year through consistent organic content and audience engagement.
- Reached **over 116,000 accounts in the past 90 days** through original social media content.
- Created high-performing social media content, including a post that generated **over 200,000 views**, reached **over 113,000 accounts**, and brought in **243 new followers** organically.
- Design graphics, write captions, monitor content performance, and maintain a consistent brand voice across all social media platforms.

Formless Beauty - Chicago, IL

October 2023 - 2025

Marketing Assistant - Influencer Outreach

- Identified influencers whose audiences aligned with brand goals and campaign objectives.
- Coordinated influencer outreach and managed partnerships from initial communication through campaign execution.

- Wrote outreach emails, tracked campaign performance, and maintained influencer communications.
- Collaborated with the marketing team to support influencer campaigns and product launches.

Jenny McCarthy Collection – St. Charles, IL
Social Media and Brand development Associate

December 2019 - 2020

- Created social media content that supported audience growth and brand awareness.
- Helped establish and maintain a consistent brand voice across digital platforms.
- Assisted with product development and marketing initiatives for new product launches.

TECHNICAL SKILLS

Marketing & Analytics

- Google Analytics
- Semrush
- Meltwater

Creative & Web

- Canva
- Adobe Photoshop
- CapCut
- Wix