



# KEVIN STOCKMANN

DIGITAL MARKETING COORDINATOR

## CAREER SUMMARY

Innovative content marketing specialist with over 6 years of experience in content strategy, execution, and digital marketing. Proven track record in leveraging best practices and lead generation. Seeking a dynamic role to challenge myself and contribute to growth and success.

## WORK EXPERIENCE:

### DIGITAL MEDIA COORDINATOR

2022 - PRESENT

*WBCL Radio Network*

- Redefined media content strategy
- Oversaw podcasting implementation research
- Led website strategy & content update
- Grew social media engagement through data analysis and insights for key campaigns

### ADV. DIRECTOR/NON-PROFIT ASSOC. 2018 - 2021

*Chi Alpha Campus Ministries at Ball State University*

- Developed first marketing strategy
- Created and implemented content strategy
- Recruited & trained marketing team
- Raised \$75,000 in non-profit funds

## HONORS & ACTIVITIES:

### HEADWATERS CHURCH A/V

2023 - 2025

- Bimonthly service live editing/  
audio monitoring/recording

### WILDERNESS CREW PRESIDENT

2022 - PRESENT

- Organize & facilitate biannual Midwest camping expeditions

**LANGUAGES:** English, German, Spanish (limited)



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## EXPERTISE

- Content Strategy & Execution
- Copywriting
- Marketing Strategy
- Email Marketing
- Graphic Design
- Videography
- Web Design
- SEO

## EDUCATION

### Ball State University 2013-2018

- Bachelor of Arts - Telecommunications
- Minor in Marketing & German

## WEBSITES

kevstock.com - Portfolio

