

# STEPHANIE STOTT

0438 637 846  
stephanie.stott21@gmail.com  
Perth, Australia

Portfolio: [stephanie-stott.com](https://stephanie-stott.com)  
[LinkedIn](#)

## WHAT I CAN DO

### Tactical

- Brand guardianship, marketing, content, and strategy
- Team leadership and process improvement
- Large-scale project management
- Agency and partnership management
- Executive influence, presentation and communications

### Technical

- Content creation across digital, social, and print
- Paid social campaign management, CRM systems and marketing automation
- Data analysis and customer insights
- Website and digital platform management
- Graphic design, photo retouching, and creative asset production

## WHAT I'VE DONE

### ATCO Australia | Energy & Infrastructure | Feb 2020 - Present

**Acting Principal, Brand & Marketing** Jan 2026 - Present

**Senior Brand & Marketing Advisor** Mar 2023 - Present

**Brand & Marketing Advisor** Feb 2020 - Mar 2023

- Progressed from contract Brand & Marketing Advisor to permanent, then to Senior Brand & Marketing Advisor, and currently Acting Principal, proactively owning and driving strategic brand and marketing projects across teams and senior stakeholders.
- Owned ATCO Australia's social media strategy and content planning from Jan 2025, implementing a formal framework to enhance brand personality and credibility; delivered 1.3M organic impressions, 4.5k engagements, and 1.5k followers over 12 months (AUD \$31k media value).
- Led the development and delivery of ATCO Australia's first awards program, creating categories, governance, and remuneration; pitched the concept to executives, led a team of four, negotiated inclusions with the aim of strengthening recognition and engagement.
- Owned brand response for a large-scale customer-facing project, assessing reputational risk and delivering social advisory messaging, webpage content, social media response templates, and parallel brand activity to reinforce brand strength and positive perception.
- Managed a photo library refresh project, overseeing a team of four to deliver a five-day shoot across 20 locations with 50 staff; selected and managed the photographer and videographer, coordinated editing, and managed external agencies.
- Developed creative concepts for advertising and video campaigns, including key messaging, scripting, and directing video edits on multiple projects.
- Created gas advocacy strategy aligned with WA's decarbonisation, including key messages, audience segmentation (B2B, B2C, B2G), roles and responsibilities and roadmap.
- Managed creative and media agencies (RARE, Hearts & Science, Be Media, The Brand Agency), ensuring high-quality brand delivery, optimising budgets, and securing \$16k in agency rate corrections.

### Mader Group | Mining | Jul 2019 - Feb 2020

**Marketing Manager** (Contract - Leave Cover)

**Reports:** Marketing & Communications Assistant

- Created recruitment and business development lead generation content across digital platforms, while guiding Marketing & Communications Assistant.
- Supported the company's ASX listing, managing media and shareholder relations, and assisting the CFO with compilation and final review of the first Annual Report.
- Produced creative materials including the CEO's AGM presentation, executive decks, and shareholder communications.
- Supported the launch of an internal mobile app to improve employee communication and engagement.

## **Maurice Meade | Hair & Beauty | Mar 2018 - Jul 2019**

### **Marketing Manager**

**Reports:** Social Media Coordinator

- Led Maurice promotional campaigns end-to-end, overseeing creative production (models, influencers, voice-over talent, props, hair and makeup) and delivering optimised multi-channel media campaigns across TV, radio, print, SEM, email, SMS, social media, and salon collateral, driving reach, engagement, and ROI.
- Mentored and upskilled the Social Media Coordinator in content planning, influencer collaboration, and performance analysis, improving team capability and campaign effectiveness.
- Engaged digital agency to establish SEO and SEM strategies, increasing web traffic and online bookings.
- Implemented new business systems (CRM upgrade and salon booking platform) to enhance customer experience and retention.

## **Be Media | Digital Agency | Jun 2017 - Mar 2018**

### **Digital Campaign Manager**

- Managed client communication, onboarding, campaign briefs, deliverables, and progress reporting.
- Directed the shared digital team to maintain campaign quality, timelines, and scope alignment with client objectives.
- Oversaw paid digital, SEO, SEM, and website projects across legal, retail, and construction sectors to ensure alignment with client goals and performance targets.
- Reported on campaign performance using Google Analytics, SEMrush, and AdWords, providing insights and recommendations that improved conversions and client outcomes.

## **RAC WA | Membership, Insurance & Lifestyle Services | Jul 2015 - Jun 2017**

**Social Media Manager** Mar 2016 - Jun 2017

**Social Media Community Manager** Jul 2015 - Mar 2016

- Owned RAC WA's social channels, creating audience-led calendars that drove member benefits, acquisition, and brand consistency.
- Led paid social campaigns, analysing and optimising performance, delivering recommendations that increased membership and lead generation outcomes.
- Developed and implemented content and community engagement strategies, building a strong online presence and member advocacy.
- Educated internal stakeholders through presentations and workshops, improving social media understanding and adoption across the business.

## **HOW I'VE UPSKILLED**

- **Advertising Council Australia** *Core Strategic Planning* - Distinction
- **Australian Institute of Management** *Strategy on a Page*
- **ATI-Mirage** *Negotiating and Influencing*
- **Hootsuite™** *Social Media Management*
- **SOCAP Certification** *Social Media Complaint & Crisis Management*
- **Sitecore®** *Web Experience Management*

## **HOW I'VE HELPED**

- **No One Dies Alone Companion (NODAC)**, Amana Living 2022 - 2023
- **Road Safety Advocacy** 2015 - 2021
  - Independently created a social media movement on road safety, generating global reach and strong engagement. Pitched at events, gaining support from government agencies and non-profits. One post reached 10M+ views and 237k shares (2015, before 'viral' was the norm). Featured in an awareness video aired at RAC Bstreetsmart, reaching thousands of WA students.
- Dog Walker, Pets of Old People (POOPS) 2016 - 2017
- Foster Carer, RSPCA Pets in Crisis 2017 – 2019