Stefanie Fazzio

I'm a dedicated, experienced product marketer who loves solving problems, speaking your users' language, and banding teams together to deliver results.

I'm looking for product marketing and content strategy roles where I can contribute to high-level planning while staying hands-on with user experience.

stefaniefazzio@gmail
415-793-4957
Seattle, WA

Sample work at stefaniefazzio.com

Travel

Nearly a year abroad (2015)

70k miles, 26 countries and 47,500 photos
Built and authored travel blog with fiancé
Eyesturnedskywards.com, average of 1k visitors/month

Evernote

Product Marketing Manager (2015)

Marketed at every stage of a mid-size growth startup
Launched new features across Evernote's 100 million+ user base
Analyzed user behavior through targeted surveys and primary research
Created in-app messaging system to increase use of key features

Marketing Manager (2013 - 2015)

Created targeted programs to increase retention and key feature use
Promoted paid features and services through digital ad campaigns
Collaborated with Austin team to redesign and rebrand Skitch product

Marketing Coordinator (2012 - 2013)

Planned editorial with the Marketing team and wrote for Evernote Blog
Launched the Evernote Moleskine and managed online storefront
Formed crisis response plan and conducted a full preparedness audit

Decision Resources Group

Associate, Consulting (2010 - 2011)

Sized market opportunities for pharmaceutical and biotech clients
Conducted pipeline analyses and advised clients on acquisition targets

University of Pennsylvania

Wharton School, B.S. in Economics (2010)

Management Concentration
Biological Basis in Behavior Concentration, School of Arts and Sciences
Roy and Diana Vagelos program in Life Science and Management

Design & Prototyping: Photoshop, InDesign, Illustrator, Balsamiq
Analytical: Excel, Google Analytics, Surveymonkey, Qualtrics, Tableau
Other: Wordpress, Silverpop, Asana, Evernote :)

I'm a huge animal lover who enjoys travel, cooking, creative writing, and getting outdoors.