

Stephen W. Nalesnik

978-394-0742 | swnalesnik@gmail.com | [LinkedIn](#)

EDUCATION

Roger Williams University, Bristol, RI

May 2025

Bachelor of Science in Marketing – Double Minor in Management & Psychology

GPA 3.6

EXPERIENCE

Plymouth Rock Assurance | Boston, MA

June 2025 – Present

Marketing Coordinator

- Develops, presents, & executes data-driven social media strategy for the 2026 calendar year.
- Contributes to high-impact content initiatives including SEO-optimized articles, engaging infographics, interactive internal guides, & multimedia storytelling [video content](#).
- Introduces social media performance database used for monthly & quarterly data analysis.
- Collaborates with cross-channel teams—including Legal, Enterprise Marketing, & Sports Relations—to ensure content aligns with brand & compliance standards.

Popular Properties Realty Inc. | Roslindale, MA

May 2024 – August 2024

Marketing Intern

- Re-engaged 400+ past clients to strengthen relationships & drive interest in future opportunities & events.
- Supported podcast production, print media, & digital content with end-to-end revisions.
- Increased 5-star reviews by 22% through the implementation of automated review funnels using involve.me.

LEADERSHIP & INVOLVEMENT

University Skatepark Project | RWU, Bristol, RI

August 2022 – May 2025

Founder / President

- Prepared tailored proposals for independently sourced multi-millionaire donors while working with capital projects, faculty, staff, & student-led clubs to advance project success.
- Secured \$173,500+ in funding through strategic partnerships with brands, donors, & campus organizations.
- Generated 16,000 impressions in the first month of [social media](#) advertising across seven targeted posts.

Delta Sigma Pi - Business Fraternity | RWU, Bristol, RI

December 2022 – December 2023

President

- Presented annual report to the Dean, highlighting financial stewardship & chapter achievements.
- Directed the planning & execution of 8+ professional events & banquets, managing all stages.
- Expanded chapter membership by 133%, growing from 30 to 70 active members through recruitment initiatives.

Student Senate | RWU, Bristol, RI

January 2021 – February 2024

Treasurer (Executive Board)

- Managed a \$1.1M budget, allocating resources among athletic teams, student organizations, faculty initiatives, & 70+ clubs
- Conducted year-end financial audit, reviewing expense reports & ensuring compliance with funding policies.

PROJECTS

National Student Advertising Competition (NSAC) | RWU – **Placed 1st in District**

January 2024 – May 2024

Creative Team Member

- Researched & targeted the 18-35 y/o demographic, presenting creative initiatives to judges.
- Designed an integrated campaign supporting Tide's goal of shifting 75% of laundry loads to cold water by 2030.
- Produced digital & print advertising assets, including storyboards & animations to drive messaging.

Corcoran Center Case Competition | RWU – **Placed 4th Nationally**

March 2024 – April 2024

Market Analyst – [School Article on Placement](#)

- Researched veteran amenities, employment opportunities, & demographics to inform housing design.
- Analyzed market factors, including median income, to shape pricing & development strategy

SKILLS

Proficient in Microsoft Suite, Google Suite, Adobe Suite, Premiere Pro, InDesign, Photoshop, Figma, ChatGPT, & Canva.