

Stephen W. Nalesnik

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EDUCATION

Roger Williams University , Bristol, RI <i>Bachelor of Science in Marketing – Double Minor in Management & Psychology</i>	May 2025 GPA 3.6
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EXPERIENCE

Plymouth Rock Assurance Boston, MA <i>Marketing Coordinator</i>	June 2025 – Present
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- 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 <i>Marketing Intern</i>	May 2024 – August 2024
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- 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 <i>Founder / President</i>	August 2022 – May 2025
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- 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 <i>President</i>	December 2022 – December 2023
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- 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 <i>Treasurer (Executive Board)</i>	January 2021 – February 2024
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- 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 – <i>Placed 1st in District</i> <i>Creative Team Member</i>	January 2024 – May 2024
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- 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 – <i>Placed 4th Nationally</i> <i>Market Analyst – School Article on Placement</i>	March 2024 – April 2024
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- 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.