

# Stephen W. Nalesnik

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## EDUCATION

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**Roger Williams University** – Bristol, RI May 2025  
*Bachelor of Science in Marketing – Double Minor in Management & Psychology* GPA 3.6

## EXPERIENCE

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**Plymouth Rock Assurance** | Boston, MA June 2025 – Present  
*Marketing Coordinator*

- Scripts, produces, & edits on-location video content, coordinating across departments to maintain brand voice.
- Increased total engagements 28% by constructing a 2026 social media calendar backed by performance data.
- Launched centralized KPI database to track 2025 social media performance, informing content strategy.
- Integrated AI video generation software that produces summary videos for resource articles – optimizing SEO.

**Popular Properties Realty Inc.** | Roslindale, MA May 2024 – August 2024  
*Marketing Intern*

- Boosted impressions 34% by creating a segmented buyer persona-based marketing plan.
- Increased 5-star review volume by 22% through strategic implementation of automated review funnels.
- Contributed to podcast production, print media & digital content with end-to-end revisions and edits.
- Conducted property tours, guiding prospective buyers through full home walkthroughs and key selling features.

## PROJECTS

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**National Student Advertising Competition (NSAC)** | RWU – *Placed 1<sup>st</sup> in District* January 2024 – May 2024  
*Creative Strategist*

- Developed and produced video advertisements, radio spots, and social content while maintaining a unified campaign message across all deliverables.
- Collaborated with 14-person team to ideate and refine on-brand content through feedback from teammates and professors.

**Corcoran Center Case Competition** | RWU – *Placed 4<sup>th</sup> Nationally* March 2024 – April 2024  
*Market Analyst*

- Analyzed market indicators including median income to develop data-backed pricing & development strategy.
- Researched veteran employment patterns, desired amenities & sleep cycles to inform housing design.

## LEADERSHIP & INVOLVEMENT

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**University Skatepark Project** | RWU, Bristol, RI August 2022 – May 2025  
*Founder / President*

- Secured \$175,000+ in funding through strategic partnerships with brands, donors & campus organizations.
- Produced mission statement video—hired videographer, wrote script, led editing efforts and sourced talent.
- Prepared proposals for independently sourced multi-millionaire donors—securing \$9,000+ in pledged donations.

**Delta Sigma Pi - Business Fraternity** | RWU, Bristol, RI December 2022 – December 2023  
*President*

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

**Student Senate** | RWU, Bristol, RI January 2021 – February 2024  
*Treasurer (Executive Board)*

- Managed \$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.

## SKILLS

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