

Stephen W. Nalesnik

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

OBJECTIVE: Media professional with experience in paid social, search, audience research, campaign trafficking, and performance reporting. Seeking a role in the Boston area to support data-driven media planning, conduct audience and media research, manage campaign execution, and deliver thoughtful insights and optimizations.

EDUCATION

Roger Williams University – Bristol, RI

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

EXPERIENCE

Plymouth Rock Assurance | Boston, MA

June 2025 – Present

Digital Marketing Specialist

- Generates \$140K+ by executing paid media across Meta, Google Ads, Reddit and Microsoft Advertising, monitoring performance metrics and refining messaging to improve ROAS.
- Diagnosed broken conversion tracking that left \$10K in branded search spend unmeasured. Rebuilt tag in Google Tag Manager and restored accurate revenue and ROAS reporting.
- Analyzes search term reports to build negative keyword lists, cutting wasted spend and tightening geo-targeting.
- Runs A/B tests to identify top-performing creative, applying findings to improve campaign efficiency.
- Increased social engagement 32% by constructing 2026 calendar informed by prior performance data.
- Produced short-form video in-house, cutting a 30s ad to 15s, generating 1.6M impressions and saving \$5K.
- Monitors online user experience daily, partnering with UX to improve the digital experience.

Popular Properties Realty Inc. | Roslindale, MA

May 2024 – August 2024

Marketing Intern

- Boosted Instagram impressions 34% by developing a segmented, buyer-persona-based marketing plan targeting distinct audience groups.
- Increased 5-star review volume by 22% through strategic implementation of automated review funnels.
- Contributed to podcast production, print media and digital content with end-to-end revisions and edits.
- Conducted client-facing property tours, presenting key selling features to prospective buyers and sharpening presentation skills.

LEADERSHIP & INVOLVEMENT

University Skatepark Project | RWU, Bristol, RI

August 2022 – May 2025

Founder / President

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

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 and execution of 8+ professional events and banquets, managing all stages.

Student Senate | RWU, Bristol, RI

January 2021 – February 2024

Treasurer (Executive Board)

- Managed a \$1.1M budget across athletics, faculty initiatives, and 70+ clubs, conducting year-end financial audit.

SKILLS & TOOLS

Skilled in paid search, paid social, Google Ads, Microsoft Advertising, Meta Ads Manager, Reddit Ads, Google Tag Manager, keyword research, A/B testing, SEO/AEO, Adobe Premiere Pro, Photoshop, Figma, Microsoft Office, Google Workspace, Claude, and ChatGPT.