**STEFANIA RICCITELLI**

New Windsor, New York

845-863-5516 | [Stefania.Riccitelli@yahoo.com](mailto:Stefania.Riccitelli@yahoo.com)

**Summary**

Charismatic and engaging businesswoman with extensive experience in marketing, event logistics, and data analytics. Strong ability to use digital platforms and social media to gain enthusiasm and generate sales. Strong in financial reporting and analysis.

**Education**

Mount Saint MaryCollege **-** Newburgh, New York May 2018

**Master of Business Administration**

Bachelor of Science in **Business**

Minor in **Mathematics** May 2016

*Cum Laude*

**Employment History**

**MBM Marketing –** Poughkeepsie, New York April. 2021- Present

*Vice President / Owner*

* Developed strategy as VP and co-owner of a marketing agency, **driving 450k in sales** in year one.
* Navigated complex client needs and managed client relationships, ensuring effective communication, understanding of goals, and managed deliverables for a **90% client retention rate.**
* Spearheaded financial reporting and analysis, regularly assessing budgetary performance, tracking expenses, and identifying opportunities for cost-saving measures.
* Oversaw all human resource functions, including recruitment, onboarding, and payroll, fostering a high-performance culture, and enhancing team cohesion.
* Played a pivotal role in negotiations with vendors and partners, securing favorable terms and cultivating beneficial long-term relationships.

**Bright Futures Management Group –** Poughkeepsie, New York June. 2020 – April 2021

*Marketing Manager*

* Created and managed brands, establish positioning, identifying target audiences, and develop marketing plans with specific objectives across different channels and segments for all Management owned-subsidiary companies ranging from $**10mil to $25 million annual revenue.** (commercial cleaning, landscaping, real estate companies)
* Compiled and analyzes sales and marketing data to present to potential merger partners of over **$100 million**, highlighting performance metrics, market reach, and growth opportunities.
* Analyzed customer insights, consumer trends, market analysis to build successful strategies.
* Developed and execute communication strategies to main brand integrity during the purchase transition of smaller companies.
* Crafted and executed comprehensive communication plans to inform both internal employees and external stakeholders (customers, suppliers, and partners) about acquisition details, integration strategies, and specific roles, ensuring continuity of confidence and support throughout the acquisition phase.
* Led the end-to-end integration of a new CRM system by conducting extensive research, designing the company's sales processes, and incorporating these processes into automations. Spearheaded the execution phase through strategic team meetings, clear role assignments, and diligent follow-ups to ensure seamless adoption and functionality.
* Created, maintained and conducting analytics reports across multiple platforms for future campaign development.
* Achieved financial objectives by preparing annual budget, scheduling expenditures, analyzing variances, and consulting with internal and external sources.
* Maintained marketing staff by recruiting, selecting, orienting, and training employees.

**Rhinebeck Bank** - Poughkeepsie, New York

*Digital Marketing Coordinator*  Aug.2017 – Nov. 2020

* Developed and source content for digital and social platforms.
* Leader of SEO, including Google AdWords and Facebook ads.
* Coordinated marketing efforts that led to a growth from **$600 Million in assets to $1.25 Billion in assets.**
* Monitored the results of digital marketing efforts and report any successes or shortcomings to the marketing and sales teams through ROI reporting.
* Wrote, formatted and published bank press releases and blogs.
* Participated in the development of marketing campaigns, as well as managing their execution.
* Conducted competitive research and analysis.
* Proposed new ideas to improve the event planning and implementation process.
* Served as liaison with vendors on event-related matters.
* Assisted with managing on-site production and clean up for events as necessary.

*Minority Stock Offering Conversion Contributor (Special Interim Project)*  Nov. 2018-Feb. 2019

* Specially selected to participate in the Plan of Reorganization Conversion.
* Worked side by side with transaction company on any and all requests needed.
* Managed the execution of all legally required press releases to NASDAQ and shareholders to remain compliant.
* Reviewed and reported incoming stock purchases.
* Handled high call volumes regarding questions and votes from public regarding stock approval.

*Administrative Coordinator* Oct. 2016 – Aug. 2017

*Universal Banker* April 2016 – Oct. 2016

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**Languages**

Italian: Conversational

**Volunteer Experience**

**Garnett Health Foundation Board**

*Board of Directors – 2024 – Present*

**Dutchess County Chamber of Commerce**

*Associate Board of Directors – 2023-Present*

**Hudson Valley Young Professionals – 2018- 2022**

*Hudson Valley Young Professional Co-Chair-2020 - 2022*

*Special Events Co-Chair: 2018-2020*

**First Friday Poughkeepsie: 2017-2020**

*Event Planner-Present*

* Worked with Co-Chairs on leading committee and action as a liaison with City Government.
* Established and maintain relationship with all vendors and venues.
* Managed yearly and monthly budgets.
* Planned entire event, including city permits, police presences, and road closures.
* Oversaw all sub-committees to ensure proper planning and execution is on schedule.
* Managed community event's social media presence to enhance brand awareness and maximize monthly attendance.
* Collaborated with team to collect sponsorships and develop fundraising efforts.
* Assisted with managing on-site production and clean up for events as necessary.

**Family Services Walk-a-Mile – 2018-2022**

*Committee Member*

**Recognitions:**

2024 Top 100 Global Women Entrepreneur, 2021 Duchess County Chamber of Commerce 40 Under 40 Recipient, 2019 Walk – A-Mile Top Fundraiser