

**Troy G. Stepherson**  
[tstepherson@gmail.com](mailto:tstepherson@gmail.com)  
850.748.4152  
<https://sites.google.com/site/tstepherson/>

**Education:**

*Strategic Communication & Leadership, M.A.*; University of West Florida, Fall 2012

*Digital Media Production, B.Sc.*; Art Institute of Philadelphia, March 2009

**Corporate & Professional Experience:**

*Office & Marketing Manager*, Gunther Properties, December '15–present

- Providing clerical, administrative, financial, marketing, and sales support for Gunther Properties brokerage.

*Marketing Manager*, The Ropella Group, June '14–June '15

- Led a team of five creatives in all areas of marketing, advertising, and public relations. Implemented inbound marketing strategy that increased SEO to 1st page Google results and email marketing open rates/click rates by 60% in first 90 days of employment through marketing automation. Responsible for developing all marketing collateral for retained clients such as Nike, Dow, Johnson & Johnson, GE, New Balance, Du Pont, and more. Landed publications and media coverage at the local, regional and global levels including Florida Trend's "*Florida Best Companies to Work for*" award, 850 Pinnacle award, press conference with FL Gov. Rick Scott, and trade publications around the world.

*Social Media Strategist*, Pensacola State College, April '13–June '14

- Defined, developed, and implemented an inbound marketing social media strategy that lead and cultivated over 100 campus entities with a growing reach of over 25,000 while fostering an online community for students to learn, engage, and play. Increased total views and social media followers by 47,449. Wordpress content

strategist, writer, and editor for internal and external news publications and websites, display advertising, and signage. Writer, director, and producer for video content and photography. Served as member of the Distance Learning Committee.

*Marketing and Professional Development Specialist*, Florida Small Business Development Center Network State Office, March '12–April '13

- Defined, developed, and implemented a cross-platform social media strategy for the Florida Small Business Development Center Network lead institution managing 44 centers statewide, created training and development, digital content marketing materials and collateral, with a focus on managing a community of video and motion graphics content producers. In addition, I co-directed a complete overhaul of the network's intranet and new employee orientation training modules.

*Director of Media*, MPB Today, Pensacola, FL, December '10–July '12

- Directed and managed all media-related initiatives including live event audio/visual, photography, video production, print materials, developed social media strategy and managed platforms while administering training and professional development for startup.

*Production Assistant*, WSRE PBS, Pensacola, FL; January '10–January '11

- Facilitated camera operation and multi-cam editing.

*Editor, Graphics*, Coast 360 Television, Gulf Shores, AL; June '09–October '09

- Produced, filmed, edited, and designed graphics for broadcast quality content programming and advertising.

### **Service & Teaching Experience:**

*Guardian Ad Litem*, May '16–present

- Appointed by the court to represent the interests of minors, infants, the unborn, or incompetent persons in legal actions.

*Adjunct Instructor*, Pensacola State College, Oct. '13–present

- Tasked with pioneering design and instruction of online public speech course during transition to open-source learning management system.

*Graduate Student Teaching Asst.*, University of West Florida, Dept. of Communication Arts, August '10–January '11

- Co-director of event planning for Jerry Maygarden Lecture Series, facilitated training.

*Camp Counselor, Administrative*, City of Pensacola Dept. of Parks & Recreation, June '10–December '10

- Education, administration, customer service. Managed group of students aged 7-10.

*Tech Support*, AT&T, Pensacola, FL; October '09–February '10

- Dynamically presented to customers clear solutions with first-stop resolves.

#### **AWARDS & CERTIFICATIONS:**

- Certified Real Estate Sales Associate since 2016
- Graduate Student Teaching Academy Certificate of Completion
- Top 5% of Researchers based on 30-day statistics on Academia.edu
- 2010 NIH Certification on Protecting Human Research Participants
- OUTSTANDING ACADEMIC ACHIEVEMENT CERTIFICATE, ART INSTITUTE OF PHILADELPHIA, 2009
- BEST OF SHOW, mixed media, 2005 PENSACOLA STATE FAIR
- 1ST PLACE, PENSACOLA JUNIOR COLLEGE AWARD, UNIVERSITY OF WEST FLORIDA HONOR AWARD, mixed media, 2004 GULF COAST GREATER ARTS FESTIVAL
- 1st PLACE, scholarship, painting, 2003 PENSACOLA STATE FAIR