

Stef Arck-Baynes

Communications Public Relations Partnerships

CONTACT

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SUMMARY

Communications professional with 20 years of experience in nonprofit, for-profit, traditional, and digital marketing and communications. Identifies and cultivates partnerships with media, donors, supporters, and like-minded organizations. Freelance writer for news outlets and blogs. Strategy and PR consultant for socially responsible brands. Co-owner and publicist, 2StreetSammies food cart.

EDUCATION

Muhlenberg College
Allentown, PA
B/A in English and
Communications
Magna Cum Laude

Central High School
Philadelphia, PA

Springside School
Philadelphia PA

PROFESSIONAL EXPERIENCE

Managing Director, Communications and Corporate Relations | Caring for Friends *2021-2023*

Raising awareness, developing strategy, and overseeing communications for a food program serving greater Philadelphia.

- **Developed communications and marketing strategy** leading to 100% increase in media mentions in just six months over the prior year
- **Rebuilt email marketing database** and implemented monthly eNewsletters with 20+% open and 2-3% click rates
- **Writes external communications**, including direct email, eNewsletters, and annual reports
- **Cultivated new donors and grew existing relationships** with banks, media companies, and retailers, leading to over \$200k in monetary and in-kind donations
- **Oversee content creation and posting**, including updating the WordPress website, conducting interviews and developing client stories, and designing graphics and infographics
- **Lead website redesign** as acting project manager, copywriter, and content developer

Director, Communications and Marketing | Benefits Data Trust | *2020-2021*

Created the organization's first communications and marketing team to raise awareness of the national nonprofit through public relations, content development, and digital media.

- **Developed communications and marketing strategy**, leading to meeting and exceeding all 2020 goals, including:
 - A 100% increase in media mentions over goal
 - Over-delivery of content development and speaking opportunities
- **Responsible for external communications**, such as collateral, op-eds, and DEI content
- **Improved usability of the website**, by implementing a promotional carousel and alerts
- **Led a messaging audit** to develop a new boilerplate and talking points
- **Collaborated with internal and external stakeholders** to develop integrated marketing campaigns on diverse and complex topics, such as an AI chatbot and social determinant of health white papers
- **Recruited, hired, and coached a diverse team of young women** remotely during the pandemic

Other Experience

Consultant

A Little Better Creative
HL Strategy
SCH Academy

Co-Owner & Publicist

2StreetSammies food cart

Blogger

Mentor

Board Member

Philadelphia Public
Relations Association

Freelance Writer

Philadelphia Family, Mommy
Nearest, FridaMom, AMNY
newspaper, Time Out NY
magazine, The NY Sun
newspaper, The Jewish Exponent

Pro Bono Publicist

Sonars to US

PROFESSIONAL EXPERIENCE (*cont.*)

Director of Communications | Philabundance | 2014-2020

Developed strategy and coached a team of four responsible for elevating branding and raising visibility. Promoted after one year as Deputy Director. Previously was the Senior PR Manager.

- **Created annual goals and communications plans** for PR, advertising, digital media, and content development to support the organization's strategic plan
- **Relationship manager** for 6abc's Holiday Food Drive and WMMR's Preston & Steve's Camp Out for Hunger, the largest single-location food drive in the U.S.
- **Wrote and edited external communications**, including talking points, client stories, crisis communications, annual reports, quarterly newsletters, and blog content
- **Developed internal communications plans** and sensitive communications for staff and the Board, especially sensitive HR matters and fiscal information
- **Acted as organizational spokesperson** for media opportunities, as well as identified, trained, and prepped other spokespeople
- **Oversaw website redesign** RFP and discovery process which led to a new site whose results saw more than a 50% increase in sessions

VP of Strategic Communications | Opportunity Finance Network | 2010-2014

Increased visibility of a national community development membership nonprofit striving to help increase financial equity, as well as its initiatives, partners, and members.

- **Developed annual PR strategy** by writing and pitching press releases, developing media relationships, securing and managing interviews, and working with external vendors
- **Responsible for** integrated marketing campaigns, including an \$8.35mm Wells Fargo awards program for innovative housing, and Starbucks' \$15mm Create Jobs for USA campaign
- **Developed and implemented digital media strategy** to increase visibility and build new donor, advocacy, and client audiences
- **Oversaw external communications**, including e-newsletters, emails, and web content
- **Led marketing education efforts** with member organizations by leading conference calls, webinars and panel discussions at its annual 1,000+ person conference
- **Directed digital media**, including social media, content development, emails, and videos

PR and Marketing Manager | Brooklyn Public Library | 2005-2010

Managed PR and Marketing for a 60-location nonprofit.

- **Created marketing campaigns** for new products and services, events and initiatives
- **Developed and implemented public relations campaigns**
- **Directed and wrote external communications**, including development materials
- **Initiated and managed social media platforms**
- **Relationship manager for city agencies, external partners and funders**
- **Directed crisis communications** by developing communications plans, working in collaboration with the Executive Director and the Board
- **Managed a team** of up to six copywriters, as well as an external PR firm

ADDITIONAL EXPERIENCE

PR Manager | SUSHISAMBA Restaurant Group

Affiliate Marketing Manager | Barnes & Noble.com

Account Manager | K2 Design Advertising

Account Executive | Griffin Bacal Advertising