



STEPHEN OLSON

Digital Marketer



[402-212-0669](tel:402-212-0669)



solsonweb.com



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Dear Hiring Manager,

I am excited to express my interest in opportunities where I can contribute my expertise in marketing strategy, systems management, and customer engagement. With over eight years of experience in marketing automation, product marketing, and data analytics, I'm eager to bring my skills to a collaborative team that values innovation and measurable impact.

In my previous role as a Marketing Cloud Analyst at Bellevue University, I led strategic initiatives using Salesforce Marketing Cloud to deliver personalized campaigns with email, SMS, and social media that increased engagement and improved conversion rates. I collaborated with cross-functional teams, managed customer data platforms, and leveraged AI-driven insights to create tailored experiences that supported growth and retention goals.

What motivates me most is the opportunity to develop innovative, data-informed strategies that help organizations connect with their audiences in meaningful ways. My background in marketing technology, analytics, and automation equips me to deliver results and contribute to forward-thinking teams.

Thank you for your time and consideration. I look forward to the opportunity to discuss how I can support your organization's success.

Sincerely,
Stephen Olson



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EXPERIENCES

Marketing Cloud Analyst

Bellevue University | October 2017 – July 2025

- Salesforce Certified Marketing Cloud Email Specialist
- Led strategic marketing efforts increasing student engagement through personalized campaigns.
- Collaborated with executives and external agencies to create targeted campaigns that enhanced customer acquisition and lead generation, resulting in an improvement in conversion rates.
- Implemented AI-driven insights to optimize marketing strategies, improving customer journeys and enabling data-driven decision-making.

Content Marketing Specialist

Bellevue University | March 2011 - October 2017

- Managed and optimized digital content, resulting in an increase in website traffic, while aligning with strategic marketing initiatives to boost student enrollment.
- Played a key role in cross-functional teams, enhancing user experience and aligning content with strategic marketing objectives.



EDUCATION

Master of Business Administration | Marketing

Bellevue University (2013-2015) GPA of 3.69

Bachelor of Science | Web Technologies

Bellevue University (2012-2013) GPA of 3.73



SKILLS

Data & Google Analytics
Adobe Creative Suite
Problem Solving

Strategic Thinking
Marketing Cloud Automation
Communications Strategy



PROFILE

Strategic and results-driven marketing professional with 8+ years of experience across Salesforce platforms, marketing automation, and data-driven decision-making. Demonstrated success in leading go-to-market strategies, product and event launches, and campaigns that drive awareness, engagement, and growth. Skilled in cross-functional collaboration to deliver personalized customer journeys and leverage AI-powered insights to uncover opportunities. Known for strong analytical acumen, innovation, and a focus on measurable impact.



CONTACT



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