STACY APOSTOLOPOULOS

stacyapost@gmail.com | linkedin.com/in/stacyapos | www.stacyapostolopoulos.com

EDUCATION

University of Georgia Athens, GA

Bachelor of Arts, Public Relations | *Minor, General Business* | *Entrepreneurship Certificate* Expected Spring 2027

GPA: 3.65/4.00 | **Dean's List**: 1 semester

SKILLS

Competitive Analysis | Market Research | Data Analysis | Social Media Analytics | Paid Search Advertising | Content Strategy | Performance Reporting | Client Relations | Lead Management | Google Analytics Certified | Google Ads Certified | Meta Business Suite | Canva Pro | Adobe Photoshop | Adobe Illustrator | Adobe InDesign

EXPERIENCE

Sales and Marketing Associate Athens, GA

Pure Barre Athens May 2026 – September 2026

- Managed member accounts, memberships, bookings, promotions, outstanding balances, and client needs.
- Analyzed client and class attendance reports and local competitors to evaluate member activity and market positioning.
- Designed branded content and supported studio promotions, events, challenges, and membership campaigns.
- Sold memberships and promotional packages through lead follow-up, calls, texts, introductory bookings, and prospective client outreach.

Digital Media Intern Remote

Choice Media and Communication January 2026 – May 2026

- Supported brand and client accounts through strategic content planning, social media management, campaign execution, and branded asset development across platforms.
- Developed and managed performance tracking spreadsheets to monitor website traffic, lead activity, email engagement, and social media growth, using findings to support strategy and client recommendations.
- Built and managed cross-platform content calendars, drafting, scheduling, repurposing, and optimizing content to support client campaigns and key initiatives.

Social Media and Paid Search Intern Remote

The Falling Agency September 2025 – January 2026

- Supported client campaigns through Google Ads, keyword research, ad copy, Meta Business Suite, and content strategy.
- Tracked and audited Forty Forty Challenge's Google Ads performance, analyzing campaign and keyword data in spreadsheets to identify trends and recommend optimizations.
- Created monthly real estate newsletters and Facebook content, using Meta analytics to guide strategy.

Social Media Manager Remote

Animal Hospital of Kannapolis September 2025 – January 2026

- Managed clinic social media across Instagram and Facebook, creating branded visuals and strategic captions.
- Grew Instagram following by 25% in 90 days by highlighting patients, staff features, and educational content.

LEADERSHIP & PROFESSIONAL DEVELOPMENT

Mat & Reformer Pilates Teacher Training — *Lotus Movement / Pilates Education Institute* | September 2026 – Present

Public Relations Student Society of America (PRSSA) — Member | July 2024 – Present

Athens Area Diaper Bank — Community Volunteer | August 2024 – Present

Alpha Xi Delta — Recruitment Chair | August 2023 – August 2024, Member | August 2023 – Present