

# Stephanie Venegas

Operations & Execution Leader

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## EXECUTIVE SUMMARY

Execution-focused program and operations lead driving cross-functional initiatives from planning through live deployment. Frequently step in as the first owner of emerging functions, establishing process infrastructure, aligning stakeholders, and driving initiatives from concept through live deployment. Experienced in coordinating field teams, vendors, and technical partners across SaaS, manufacturing, and on-site environments. Known for stabilizing complex initiatives, implementing scalable workflows, and ensuring programs move efficiently from kickoff through full execution, driving 20% in program efficiency.

## CORE COMPETENCIES

### Execution & Deployment

End-to-end ownership · Installations · Go-live readiness · On-site execution

### Cross-Functional Leadership

Marketing Engineering · Sales · HR · Customer Care · Vendors · Field teams · Executive communication

### Risk & Operations Control

Timeline management · Issue resolution · Dependency tracking · Process standardization

## EXPERIENCE

### Content Marketing Manager | Execution & Deployment – Cross-Functional Initiatives 2019 - Present

#### AMF Bakery Systems | Richmond, Virginia

- Lead end-to-end execution of cross-functional initiatives spanning marketing, engineering, sales, and production, aligning teams and workflows from planning through live deployment to keep projects moving smoothly and on schedule
- Direct on-site trade show installations and live production deployments, coordinating logistics, vendors, and technical teams to maintain launch readiness and execution quality under tight timelines
- Build and implement project plans, milestone tracking systems, communication rhythms, and operational workflows that improve visibility, reduce last-minute issues, and support consistent project delivery
- Develop training documentation and standardized process resources that improve adoption of marketing technologies and create more consistent ways of working across teams
- Translate customer feedback and field insights into process improvements across workflows, content development, and user experience to improve usability and team alignment
- Increased asset development speed by 20% by integrating AI-assisted workflows into existing content and production processes

#### Digital Marketing Manager | Agilquest | Richmond, Virginia

2017 - 2019

- Owned end-to-end production of digital marketing assets and campaigns in a SaaS environment, supporting sales enablement, customer acquisition, and onboarding initiatives
- Aligned content with implementation milestones in partnership with service delivery and customer teams, improving adoption and reducing onboarding time by 25%

- Coordinated across internal teams and external partners to keep projects moving and ensure consistent, accurate delivery across channels
- Built and streamlined workflows and review processes to improve speed, clarity, and execution consistency

**Media Coordinator | Virginia Employment Commission | Richmond, Virginia**

**2011 - 2017**

- Produced multimedia training and communications materials supporting internal education initiatives and statewide public outreach programs
- Partnered with leadership and cross-functional teams on the implementation of large-scale communication initiatives and digital content strategies
- Applied audience-focused messaging frameworks to improve clarity, accessibility, and engagement across public-facing communications

**Process Engineer/Event Producer | Precision IR | Richmond, Virginia**

**2006 - 2008**

- Supported virtual event and webcast implementations from client onboarding through live production, coordinating internal teams and external partners
- Designed standardized production workflows and run-of-show processes that improved delivery efficiency and reduced production errors
- Developed client-facing training and support materials to improve launch readiness and reduce post-event support needs

**Senior Production Specialist | WWBT NBC12 | Richmond, Virginia**

**2005 - 2007**

- Directed live television broadcasts and managed studio teams in high-pressure, real-time production environments
- Improved studio workflows and scheduling to increase broadcast reliability and minimize downtime

**KEY EXECUTION STRENGTHS**

- Ability to step into undefined or shifting environments and quickly establish ownership, structure, and a clear path forward
- Drive complex initiatives, identify friction early, and resolve issues before momentum slows
- Direct execution in high-pressure, time-sensitive environments by ensuring readiness, coordination, and consistently delivering
- Transform cross-functional input into clear, actionable plans that align teams, vendors, and stakeholders

**EDUCATION**

**Academy of Art University** — Graduate Coursework, Visual Communications, Multimedia Production

**Le Moyne College** — B.A. in English, Concentration in Communications

**LANGUAGES**

English (Native) · Spanish (Heritage)