

# Stephanie Elkin

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## EDUCATION

**University of Florida | Gainesville, FL**

**April 2017**

*Master of International Business*

*Bachelor of Science in Business Administration – Marketing*

- Minors: Mass Communication, Entrepreneurship

## WORK EXPERIENCE

**SiriusXM | San Francisco, CA**

**May 2023 – Present**

*Director, Music Programming*

- Collaborated with the leadership team and genre departments on key cross-genre programming initiatives like new channels, pop-ups, host engagement, digital-first content, and special programming across over 425 channels
- Fostered relationships with renowned artists, labels, and professionals, leading to exclusive collaborations, performances, and interviews, elevating SXM's reputation as a premier destination for music discovery and artist promotion
- Drove involvement on product development, new features, and essential systematic improvements to SXM's technology, including a metadata workflow audit, unified genre taxonomy, and a relaunch of SXM's streaming app

**Spotify | San Francisco, CA**

**May 2022 – January 2023**

*Manager, Data Curation*

- Led Data Curation's mission to expand and improve personalized experiences for 5 underserved regions by managing a task force of music, language, and culture experts, providing expertise and advice to internal stakeholders to support strategic goals, and driving cross-functional collaboration to identify and act on internationalization opportunities, including translating over 25,000 content descriptors, validating over 21,000 ML outputs, and adding over 50,000 aliases to common search queries to optimize listener experience and satisfaction
- Built and directed a new team from the ground up, including overseeing the hiring process, onboarding and training team members, developing an organizational structure and progress tracking system, advocating for the team's involvement in projects while balancing the need to use their limited time effectively and efficiently, and creating best practices and scalable processes that accommodated competing priorities and a wide range of working styles across 5 time zones
- Ensured quality listening experiences by curating ground-truth, foundational data, maintaining recommendation systems and cultural datasets, evaluating new and existing features, and analyzing the impact on current and potential end-users

**Pandora | Oakland, CA**

**October 2017 – April 2022**

*Senior Product Operations Manager, Content & Programming*

- Drove cross-functional missions through conception, product development, and GTM strategy, launching high-priority product initiatives such as Playback 2020 & 2021, AMP, Artists To Watch, and Modes and partnerships with Drake, Kevin Hart, U2, Audible, TikTok, ESPN, Marvel, PGA, and UNINTERRUPTED across SXM, Pandora, and Stitcher
- Led collaboration and communication with all teams and stakeholders, from front-line contributors to executive leadership, and provided data-driven insights and recommendations to optimize future decision-making
- Developed and executed campaigns for external partners, such as Waze, Hershey's, the PGA Tour, the Tennis Channel, NASCAR, and BET, from planning and relationship management to deliverables, iteration, and launch

*Music Curator*

- Produced 500+ custom programs for advertisers by using curatorial knowledge, internal and external data, and research tools to create stations unique to each campaign's creative brief, targeted demographic, and goals and then working with Client Services and Sales to optimize performance, triage technical issues, and meet client expectations while still maintaining a quality experience, resulting in a 10% YoY increase in time spent listening and driving \$27M in ad revenue
- Published 3 different charts for Next Big Sound on a weekly basis that required curating entries from algorithmic data sets, cross-checking metadata, analyzing track and artist performance on- and off-platform, and developing and adhering to curatorial guidelines to ensure quality and consistency for both product and industry users
- Created editorial content to coincide with cultural moments, seasonal themes, and holidays and coordinated with Brand & Content Marketing on a weekly basis to serve users the music they needed for any occasion
- Managed all K-Pop genre activity, such as ingesting new content, programming tracks on the appropriate stations, tracking metrics and evaluating performance, and developing relationships with industry partners, leading to a 12% YoY growth