

MAXWELL STOLFE

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SUMMARY

Senior marketing and communications leader with 10+ years of experience driving brand growth, campaign performance, and client-facing strategy across agency, enterprise, and institutional environments. Proven track record building and leading PR and communications functions from the ground up, executing integrated digital programs that deliver measurable results, and partnering directly with executive leadership to align messaging with organizational goals. Experienced across higher education, public sector, defense, entertainment, and technology sectors.

EXPERIENCE

SENIOR PUBLIC RELATIONS SPECIALIST

Rutgers University | Piscataway, NJ *August 2022 - Present*

- Architect of communications strategy, digital infrastructure, and branding initiatives for Rutgers University's Finance and Administration division, reaching 110,000+ stakeholders across nine subdivisions and five university-wide departments.
- Direct cross-functional teams producing division-wide web, design, video, and outreach projects, reducing interdepartmental coordination delays by 55%.
- Achieved 50% improvement in WCAG accessibility compliance across all UFA web properties.
- Strengthened crisis communications protocols, improving response times by 45%.
- Partner with university leadership to align divisional communications with institutional goals, driving transparency and strategic storytelling across departments.

SENIOR CONTENT STRATEGIST

Direct Development | Tinton Falls, NJ *June 2019 - July 2022*

- Built and led the agency's PR and crisis communications department from the ground up, improving crisis response effectiveness, brand reputation recovery, and community engagement by 50%.
- Managed brand, content, and communications strategy, delivering 110% SEO-driven traffic growth, 35% sustained YoY growth, and 500% social media expansion for clients.
- Designed and implemented unified digital marketing frameworks across email, social, and web platforms, increasing user engagement and retention by 30%.
- Directed cross-functional creative teams producing digital content, newsletters, video, and design collateral for clients including Town of Morristown, Fanwood Borough, and the International Brotherhood of Electricians among others.
- Mentored junior strategists and writers, improving quality and consistency company-wide.

STRATEGIC ACCOUNT AND MARKETING MANAGER

Miro Consulting | Woodbridge, NJ *December 2017 – May 2019*

- Partnered with 25 enterprise and mid-sized clients across tech, entertainment, healthcare, and defense sectors, including General Dynamics and Marvel, to guide software licensing, cloud migration, and hybrid infrastructure solutions.
- Developed and delivered technical marketing collateral, webinars, case studies, presentations, and white papers in support of client education and business growth.
- Executed client retention and re-engagement strategies that increased annual revenue by 25% and improved client retention by 15%.

FOUNDER AND PRINCIPAL

Lens with Benefits, LLC | Bordentown, NJ *March 2023 – Present*

- Founded and operate a design and visual media agency offering website development, content strategy, SEO, photography, drone photography, and integrated campaign services.
- Serving 15+ small business clients across hospitality, digital creators, restaurants, business alliances, and the arts

DIRECTOR Eliot Arlo Colon for NJ Assembly | Middletown, NJ *June 2017 – November 2017*

REPORTER Star News Group | Manasquan, NJ *October 2016 – June 2017*

SKILLS AND TOOLS

MARKETING AND STRATEGY Content and Digital Strategy (certified), Search Engine Optimization (certified), Social Media Management (certified), Public Relations Strategy (certified), Website Development (certified), Integrated Campaign Management, Crisis Communications, Brand Development, Email Marketing, SEM

PLATFORMS AND TOOLS Google Analytics and Suite (certified), HubSpot (certified), WordPress (certified), Drupal (certified), AVID Media Composer (certified), Mailchimp, Sprout Social, Constant Contact, Canva, Adobe Creative Cloud, Final Cut Pro, Microsoft Suite

LEADERSHIP AND COMMUNICATIONS Public Speaking (certified), WCAG Accessibility (certified), Cross-functional Team Leadership, Mentorship and Talent Development, Executive Communications, Stakeholder Management, Project Management, Crisis Response

MEDIA Photography and Editing (certified), Videography and Editing (certified), Drone Photography, Podcast Production

EDUCATION

B.S. COMMUNICATIONS: JOURNALISM

Marist College | Poughkeepsie, NY *September 2013 – May 2016*

A.S. BUSINESS ADMINISTRATION

Ocean County College | Toms River, NJ *May 2011 – May 2013*