



stacy stern

creative • motivated • skilled

Online Portfolio: stacy-designs.com

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Summary

Over 10 years of graphic design and marketing experience with a background in branding, copy writing, print and digital design, photography, website design and management, and social media management. An extremely organized self-motivated employee that has managed multiple design processes, from conceptualization to delivery. Accustomed to performing in deadline-driven environments with an emphasis on working within budget requirements. Expert at interdepartmental coordination and communication. Knowledgeable in Facebook and Google advertising.

Skills

Applications:

Adobe InDesign CC, Adobe Illustrator CC, Adobe Photoshop CC, Adobe Dreamweaver CC, Adobe Premiere Pro CC, Adobe Acrobat DC, Microsoft Office, Microsoft Teams, Workforce, Asana, Cisco Webex, Zoom, WordPress, Elementor, Hubspot, Facebook, Instagram, Twitter, Pinterest, YELP Business, Google Storefront, BuildFire, Dropbox, Wufoo, Mailchimp, ReviewTracker, Google Analytics, Google Ads, Sprout Social and Viraltag.

Platforms:

Mac OS and Microsoft Windows

Programming:

HTML, XHTML, CSS and Javascript (*Working Knowledge*)

Experience

Marketing Specialist for Eye Care for Animals

Pathway Vet Alliance, Scottsdale, AZ

July 2017 to April 2020

- Conducted daily website content management, maintenance, and updates.
- Managed corporate social media account along with over 40 individualized accounts; developed, created, and carry out social media content strategies.
- Designed, created, and managed to completion all new marketing materials related efforts such as print advertising, promotional items, product literature, multimedia editing, and signage.
- Designed, created, and managed to completion all new marketing materials related efforts such as print advertising, promotional items, product literature, multimedia editing and collateral, signage, and additional marketing materials for trade show booths.
- Assisted with trade shows, special events, and other promotional programs, coordinating details and operational needs with fellow team members, outside vendors, and event partners.
- Coordinated the preparation and distribution of collateral materials to support the sales and marketing efforts and ensured adherence to brand standards for over 40 individualized practice locations.
- Reviewed all marketing materials and collateral to ensured branding guidelines were followed.
- Managed the production and editing of pre-existing marketing materials including print advertising, promotional items, PowerPoint templates, product literature, signage, and marketing materials for trade show booths.
- Monitored and responded to reviews for YELP, Google, and Facebook as needed via ReviewTracker.
- Served as point of contact for print advertising, local veterinarian associations, and third-party organizations.
- Plan and assisted with marketing meetings and training.
- Generated marketing and analytic reports as needed.
- Prepared and managed timelines for marketing projects.

References Available Upon Request

Experience Continued

Media Services Coordinator/Graphic Designer

Westward Look Wyndham Grand Resort & Spa, Tucson, AZ

February 2010 to June 2017

- Designed and developed copy for informational pieces for departments within the resort including menus, brochures, and PowerPoint presentations.
- Developed and maintained branding and identity; developed new branding for new resort outlets.
- Collaborated with vendors to ensure the proper standard of quality and visual representation of the brand.
- Maintained and organized digital asset files, for quick and easy distribution to associates and vendors.
- Multi-tasked and managed multiple projects with the flexibility to adapt to changing deadlines.
- Work cross-functionally to understand project requirements, deadlines and messaging objectives in order to create marketing materials that are on-brand, on-target, on-budget, and on-time.
- Photographer and photo editor of resort property photos.
- Managed of vanity website; created website banners and corresponding landing pages.
- Created content and managed social media including Facebook, Instagram, Twitter and Pinterest.
- Managed client relations on TripAdvisor, Yelp, and Google.

Education

Bachelor of Fine Arts in Visual Communication with an emphasis in Graphic Design

Northern Arizona University