

# ■ Stacy Stern

## Graphic Designer



### Contact

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Portfolio: stacy-designs.com

### Core Competencies

#### Design & Creative

- Brand Identity
- Print & Digital Production
- Layout & Typography
- Illustration & Photography

#### Marketing & Growth

- Social Strategy & Content
- Email Campaigns
- Reputation Management
- Copywriting

#### Operations

- Web Administration
- Project Management
- Analytics & SEO
- Team Collaboration
- Sales Support

### EDUCATION

**BFA in Visual Communication**  
Northern Arizona University  
Emphasis in Graphic Design

**References Available  
Upon Request.**

### About Me

Creative Marketing and Design Professional with over 15 years of experience specializing in brand identity, digital strategy, and high-impact print collateral. A self-motivated collaborator with a proven track record of managing complex projects from conceptualization to delivery while consistently exceeding budget and deadline requirements. My expertise bridges the gap between creative vision and strategic execution to drive brand growth and seamless interdepartmental communication.

### Technical Skills

**Design & Media:** Adobe Creative Suite, Photography, Video Editing, and Digital Asset Management.

**Web & Marketing:** WordPress, Elementor, HubSpot, Mailchimp, BuildFire, Wufoo, Hiblu, and Google Storefront.

**Social & Reputation:** Meta Business Suite, Sprout Social, ReviewTracker, ViralTag, Yelp Business, Google Business Profile, and all major Social Platforms.

**Ads & Analytics:** Google Ads, Google Analytics, and Meta Ads Manager.

**Operations & PM:** Microsoft Office, ClickUp, Asana, Salesforce, Microsoft Teams, Zoom, Webex, Dropbox, and QuickBooks (Working Knowledge).

**Code & Platforms:** HTML, XHTML, CSS, Mac OS, and Microsoft Windows.

### Experience

**Graphic Designer & Marketing Specialist** | Valley Medical Weight Loss & Med Spa  
*June 2021 – Present*

- **Brand Orchestration:** Developed original brand identity and ensured visual consistency across all digital and print assets for weight loss and med spa services.
- **Premium Collateral:** Designed high-end booklets, pocket folders, and seasonal campaign assets including rack cards and business cards.
- **Digital Management:** Directed website updates, email marketing, and video production for social media and in-office CCTV.
- **Reputation & Ops:** Managed multi-platform patient feedback and provided administrative project support to streamline daily operations.

**Marketing Specialist** | Eye Care for Animals (Pathway Vet Alliance)

*July 2017 – April 2020*

- **Multi-Unit Strategy:** Oversaw branding and social media strategy for 40+ practice locations, ensuring compliance and localized audience engagement.
- **Full-Cycle Production:** Managed marketing assets from concept to delivery, including print ads, trade show signage, and product literature.
- **Strategic Coordination:** Facilitated team meetings, vendor relations, and trade show operations while maintaining complex project timelines.
- **Analytics & Reporting:** Generated performance reports to assess campaign ROI and drive data-backed decision-making.

**Media Services Coordinator** | Westward Look Wyndham Grand Resort & Spa

*February 2010 – June 2017*

- **Resort Branding:** Created and maintained identities for multiple resort outlets, capturing all property photography and managing digital asset libraries.
- **Cross-Functional Design:** Produced all property menus, brochures, and digital presentations for various departments under strict budget and time constraints.
- **Digital Presence:** Managed vanity website, social media (FB/IG/PI), and online reputation (TripAdvisor/Yelp) to maximize guest engagement.