

■ Stacy Stern

Graphic Design | Brand & Digital Design



■ Contact

Phone: 602.399.0184

Email: s.stern8448@gmail.com

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

■ Education

BFA in Visual Communication

Northern Arizona University
Emphasis in Graphic Design

**References Available
Upon Request.**

■ About Me

Creative and detail-oriented Graphic Designer with 15+ years of experience specializing in brand identity, marketing collateral, and digital design. Experienced in developing consistent visual identities and producing high-impact creative assets across print, web, and social platforms. Skilled at managing projects from concept to completion while collaborating with marketing teams and external vendors. Accomplished at creating visually compelling campaigns and brand experiences that drive engagement and support business growth.

■ Technical Skills

Design & Media: Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro, After Effects, Acrobat), Canva, Photography, Video Editing, and Digital Asset Management.

Web & Digital Platforms: WordPress, Elementor, HubSpot, Mailchimp, BuildFire, Wufoo, Hibu, and Google.

Social & Marketing Platforms: Meta Business Suite, Sprout Social, ReviewTracker, Viraltag, Yelp Business, Google Business Profile, and all major Social Platforms.

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

Projects & Collaborations: Microsoft Office, ClickUp, Asana, Salesforce, Microsoft Teams, Zoom, Webex, and ChatGPT (AI-assisted ideation & workflow support).

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

■ Experience

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

- Develop and implement the company's brand identity across 4 locations, ensuring consistent visual branding across print, digital, and in-office marketing materials.
- Design premium marketing collateral including booklets, pocket folders, rack cards, brochures, and promotional materials supporting patient education and service promotions.
- Develop visual assets and campaign graphics for seasonal promotions, marketing initiatives, and patient engagement across print and digital channels.
- Create digital materials for social media campaigns, email marketing, and website content updates.
- Produce video and visual media content for social platforms and in-office display screens.
- Manage website updates and design improvements to maintain brand consistency and improve user engagement.
- Oversee online reputation platforms by monitoring and responding to patient reviews across multiple channels to support brand reputation and customer communication.
- Provide creative support across departments to execute marketing initiatives and coordinate projects.

Marketing Specialist | Eye Care for Animals (Pathway Vet Alliance) **July 2017 – April 2020**

- Managed branding and social media content strategy across 40+ veterinary practice locations, ensuring consistent brand presentation and localized audience engagement.
- Designed and produced marketing materials including print advertisements, promotional items, product literature, digital graphics, and trade show signage.
- Managed projects from concept to completion including design, production coordination, and vendor collaboration.
- Developed creative assets for trade shows, promotional campaigns, and corporate marketing initiatives.
- Coordinated marketing timelines, meetings, and project deliverables across multiple departments.
- Monitored and responded to customer reviews across Google, Facebook, and Yelp using ReviewTracker.
- Generated marketing performance reports and analytics to help evaluate campaign effectiveness.

Media Services Coordinator | Westward Look Wyndham Grand Resort & Spa **February 2010 – June 2017**

- Designed marketing and informational materials for multiple resort departments including menus, brochures, promotional signage, and digital presentations.
- Developed and maintained visual branding for multiple resort outlets and special events.
- Managed digital asset libraries and photography archives for marketing and promotional use.
- Photographed and edited resort property images for marketing campaigns and online content.
- Designed website graphics, banners, and landing page visuals for the resort's website.
- Created and managed social media content across Facebook, Instagram, Twitter, and Pinterest.