



STEPHANIE WHITEHOUSE

she/her/hers • Digital Media Communications Professional
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Dynamic digital strategist with a meticulous and creative mindset, leveraging extensive experience to craft innovative digital communications strategies. A proven leader in directing impactful digital marketing campaigns and programs, with a focus on elevating brand recognition, driving sales, and optimizing the online presence across diverse platforms. Proficient in collaborating with executive leadership and cross-functional teams to ensure stakeholder satisfaction, prioritizing an optimal client experience. Seasoned in brand development, campaign lifecycle planning, and digital media, showcasing a robust background in crafting and executing promotional content. Adept at overseeing social media accounts, executing email marketing plans, and providing strategic guidance to digital marketing teams. Creative problem-solver, equipped with exceptional leadership, communication, and analytical skills tailored for the digital communications landscape.

AREAS OF EXPERTISE

- Digital/Web Marketing
- Content Creation & Management
- Social Media Management
- Strategic Planning & Execution
- Campaign Design/Management
- Photo/Video Editing
- Website Design/Management
- Project Management
- Budgeting & Cost Control
- Team Management/Leadership
- Customer Service/Satisfaction
- Cross Functional Collaboration
- Client Relations Management
- Online Traffic Engagement
- Podcast Editing

PROFESSIONAL EXPERIENCE

Mizel Institute (Mizel Museum / The CELL)

2022 - 2023

Digital Communications Coordinator, Remote - Denver, CO

Proactively designed and curated a spectrum of promotional materials, including presentation slide decks, print ads for the Denver Post, web pages, and promotional videos for the Mizel Museum. Established effective communication channels with media outlets, community partners, and stakeholders, boosting brand awareness and promoting Holocaust education programs.

- Optimized team email and social media workflows to improve consistency and performance of social media posts, website edits, and email blasts
- Elevated partner recruitment for Holocaust education in Cherry Creek School District by 15% through strategic email campaigns and social media assets

Early Childhood Service Corps (ECSC) Program

2020 - 2023

Digital Communications Coordinator, Remote - Denver, CO

Utilized media design expertise to develop all components of the ECSC brand, craft compelling promotional materials, and manage specific projects for the ECSC program. Leveraged project management skills to oversee CRM construction and customization, workflow management, asset optimization, and communication with community partners.

- Consistently achieved targeted volunteer numbers for cohorts by optimizing assets for both internal and external media and marketing channels
- Collaborated with the ECSC Founder and Executive Director to attain a 50% increase in volunteer interest each through digital/print campaigns and promotional materials

Episcopal Migration Ministries - Official Immigration Office of the Episcopal Church

2021 - 2022

Digital Media Intern & Neighbor to Neighbor Program Assistant, Remote - Houston, TX

Demonstrated professional expertise in curating diverse promotional materials, including slide decks, brochures, social media content, email blasts, and end-to-end production of the HomeTown Podcast. Proactively communicated with media outlets and affiliates to promote Sponsor Circle program and Neighbor to Neighbor program objectives.

- Orchestrated a unified #GivingTuesday/#GiveWelcome campaign by curating, developing, and monitoring assets for the Sponsor Circle and Neighbor to Neighbor programs, resulting in the successful attainment of a \$50,000 donation matching opportunity
- Amplified audience engagement through a podcast series, contributing to a 51% increase in average monthly listeners

Digital Media Production Specialist

Provided end-to-end assistance in the production of promotional content, collaborating closely with the Executive Media Specialist and Department Heads. Oversaw creation of media assets as well as contributed in pitching for internal/external media and marketing campaigns.

- Enhanced brand awareness on JMU’s campus for Innovation Services by creating engaging, high-quality printed assets, mailers, promotional materials, and digital properties such as promotional videos to reach targeted clients (professors, staff, students)
- Collaborated with production team to review, finalize, and distribute over 200 media assets per academic year in-line with branding of the Media Production Studio
- Responsible for pre-production, production, and post-production of internal/external promotional content, including planning, scripting, storyboarding, designing, audio recording, and editing of video, print, podcast, and digital assets
- Curated branding for the Teaching Learning Technologies conference via print materials and digital collateral, while ensuring accessibility and interactivity of program information

DigiComm Digital Communications Consulting at James Madison University

2017 - 2020

Media Fellow and Digital Consultant - Harrisonburg, VA

Facilitated collaborative partnerships with students, professors, and faculty campus-wide in a fellowship consulting role to enhance their digital literacy and proficiency in digital tools for content creation, fostering a deeper understanding of the evolving digital landscape.

- Developed comprehensive resources, interactive presentations, and informative handouts on digital content for interdisciplinary student classes
- Conducted over 100 1:1 consultations, 50 group meetings, and 60 classroom presentations per academic year, guiding students and faculty in the creation of professional portfolios, digital storytelling, personal branding strategies, and effective utilization of online digital tools
- Leveraged design software and UX/UI knowledge to produce engaging content that effectively promoted the goals and services of the consulting team
- Systematically captured and analyzed data to evaluate the impact of presentations and 1:1 meetings to determine overall success and effectiveness of DigiComm services across campus

ADDITIONAL EXPERIENCE

CEO & Creative Director, SPW Design Media LLC, Remote 2020-2023

Digital Communications Director, Althea Center for Engaged Spirituality, Denver, CO 2022-2023

Creative Manager of Media Production, St. Matthew’s Episcopal Church, Sterling, VA 2020

Virtual Assistant, MG Hair & Makeup, Virginia 2016-2018

TECHNICAL PROFICIENCIES

Microsoft Office Suite:	Outlook Email, Excel, Word, PowerPoint
Adobe Products:	Illustrator, InDesign, Photoshop, Premier Pro, Express, Spark
Google Suite:	Gmail, Slides, Drive, Sheets, Docs
Project Management Tools / CRM:	Trello, Monday, Asana, Zoom, ClickUp, Slack, MS Teams, ActiveCampaign, Salesforce
Email Marketing Platforms:	MailChimp, ActiveCampaign, ConstantContact, FloDesk
Web Design & CMS:	WordPress, Wix, Squarespace, Canva, Piktochart, Hustle, Drupal
Video Editing:	Final Cut Pro, Adobe Premier Pro, iMovie, DaVinci Resolve
Social Media:	Facebook, Instagram, Twitter (X), LinkedIn, Pinterest, IG Reels, TikTok, Snapchat, Reddit, WhatsApp, Tailwind, Later Media, HubSpot, Buffer

EDUCATIONAL BACKGROUND & CERTIFICATIONS

B.A. Media Arts & Design - Interactive Design with a concentration in UX/UI + Minor in Non-Profit Studies

School of Media Arts & Design at James Madison University, Harrisonburg, VA | Hootsuite Certification