

STEPHANIE WHITEHOUSE

• Digital Media Marketing Director & Digital Content Creator •

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ABOUT ME

Dedicated & ambitious digital media specialist seeking opportunities to develop digital content for impact. I provide creative, personalized, and accessible digital design solutions, digital/print assets, support, and customer service in order to empower a variety of clients.

EDUCATION

2016 - 2020 • James Madison University
B.A. Interactive Design with a UX/UI
Concentration in the School of Media Arts &
Design (SMAD) & Major in Modern Foreign
Languages (German) | Cumulative GPA: 3.60

EXPERIENCE

Social Media & Digital Engagement Coordinator - Early Childhood Service Corps Program

Remote work | Non-profit | Denver, Colorado | May 2021 - Current

- Curates, schedules, & monitors all ECE media assets & campaigns across Email, Facebook, Instagram, Website (WordPress) & LinkedIn platforms, utilizing media content scheduling strategies in software such as MailChimp, Hootsuite, and Facebook Ads Manager
- Optimizes assets for internal & external media & marketing platforms with an eye towards analytics to optimize engagement - successfully hit target number of volunteers for 1st and 2nd cohorts
- Project Management: Plans, organizes, and guides the completion of specific projects for target objectives of the ECE program, creation & management of CRM & workflows
- Works closely with Early Childhood Project manager on digital/print campaigns and promotional materials for programs & events, including but not limited to flyers, brochures, webpages, increasing volunteer interest by 25%

Digital Media Director - Althea Center for Engaged Spirituality

Remote work | Non-profit | Denver, CO | Aug 2021 - May 2022

- Curates, schedules, & monitors all content & campaigns across Email, Facebook, Instagram, and Website (Wix) platforms utilizing media content scheduling strategies in software such as Wix Email Marketing & Facebook Business Suite, and analytics software (Facebook analytics, Buffer, Wix analytics, Google Analytics)
- Spearheads all media assets end-to-end for operation and special events, with a dedicated budget to bring in community members, collaborate with community partners/third-party vendors, expand Althea's reach, deepen Althea's impact and commitment to "engaged spirituality", and mobilize our community through:
 - high quality and engaging printed collateral, mailers, and promotional materials
 - digital properties such as websites, social media, email, and SMS/Text-to-donate
- Manages the final quality control and printing, publication, posting, and delivery of all content and creative across various channels and mediums in collaboration with our Operations Director & Spiritual Director
- Actively recommends new high-potential opportunities/strategies to improve brand awareness within Althea's Community (example: introduced workflows & productivity with a new CRM and email marketing platform.)

Digital Media Intern/Neighbor to Neighbor Program Assistant - Episcopal Migration Ministries

Remote work | Non-profit | Houston, TX | Aug 2021 - July 2022

- Curates promotional collateral, including slide decks, brochure, program overview, social media content, e-blasts, print cards, and promotional video
- Engages proactively with media to promote Sponsor Circle program and mission of Neighbor to Neighbor program
- Gathers stories, interviews affiliates, records, produces, and promotes EMM's podcast series, HomeTown, increasing average # of podcast listens per month 51%.
- Curated, developed, and monitored #GivingTuesday/#GiveWelcome Campaign assets that successfully secured a \$50,000 anonymous gift matching opportunity and enabled us to hit our appeal goal

(c o n t i n u e d)

Creative Manager of Media Production – St. Matthew’s Episcopal Church

Remote work | Non-profit | Sterling, VA | June 2020 - August 2020

- Project Management: Worked to lead a team in curating relatable, engaging, pre-packaged, branded service content for virtual church services week to week on Facebook Live & YouTube Live
- Collaborated with team members to develop an effective social media strategy to facilitate community fellowship & engagement
- Successfully coordinated the collection of parish-generated media to incorporate into 3 virtual services each week, as well as delegated tasks among team members for elements of production.
- Effectively managed, updated, and maintained various social media accounts to increase customer engagement utilizing media planning/scheduling technologies such as Later for Instagram & Facebook
- Utilized design software to curate content and multi-faceted communications plans & campaigns appropriate for the congregational audience

Digital Media Specialist – Innovation Services Production Studio

James Madison University Libraries, Harrisonburg, VA | Sept. 2017 - May 2020

- Assisted with pre-production, production, & post production of internal & external promotional content including planning, script-writing, storyboarding, design, audio recording and editing of video/print/podcast/digital assets.
- Worked collaboratively with team to review, finalize & distribute media assets according to organizational branding
- Spearheaded and contributed pitch & development of media assets optimized for internal & external media & marketing platforms.
- Worked closely with Executive Media Specialist & Department Heads on digital campaigns and promotional materials for programs & events, including but not limited to the yearly TLT (Teaching Learning Technologies) Conferences.

SKILLS

- Remote work enthusiast
- Email campaign marketing
- Photo/video editing
- Visual / print design
- Audio editing/Podcast development
- Outstanding written & verbal communication skills
- Effective story-telling & data visualization
- Social media strategy & design
- Photography
- Illustration
- HTML & CSS
- Attention to detail
- Inter-team collaboration
- Excellent customer service

TOOLS

- Proficiency (10+ years) in Microsoft Office suite
 - (Outlook Email, Excel, Word, PowerPoint)
- Proficiency in Adobe Products
 - (Illustrator, InDesign, Photoshop, Premier Pro, Spark)
- Proficiency (10+ years) in Google Suite
 - (Gmail, Slides, Drive, Sheets, Docs, etc.)
- Project Management Tools / CRM
 - (Trello, Monday, Asana, Slack, MS Teams, PipeDrive, ActivCampaign, Salesforce)
- Email Marketing Platforms
 - (MailChimp, ActivCampaign, ConstantContact)
- Web design & CMS
 - Wordpress / Wix / Squarespace / Canva / Piktochart
- Hootsuite Certification
- Tailwind Media Scheduler, Later Media

References:

Katherine Newell, Spiritual Director at Althea Center
katherinenewell3@gmail.com

Lisa Armao, Director of Early Childhood Service Corps
lisa@earlychildhoodservicecorps.org