

STEPHANIE WHITEHOUSE

she/her/hers • Digital Media Director
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Meticulous and creative-minded professional with comprehensive experience in devising digital marketing strategies to increase brand recognition and ensure business growth across online/offline platforms. Experienced in leading/directing digital marketing campaigns, conceptualizing multi-facet digital programs, and building/maintaining online presence of an organization to boost sales and enhance revenue. Well-versed in collaborating with executive management and cross-functional teams to ensure customer/consumer engagement with a keen focus on maintaining optimal client experience. Strong professional background in brand development/recognition, campaign lifecycle planning, digital media, and promotional content development. Proven background in creating promotional content, executing email marketing plans, overseeing social media accounts, and monitoring/guiding digital marketing team. Out-of-the-box thinker and creative problem-solver with exceptional leadership, communication, relationship-building, and analytical skills.

AREAS OF EXPERTISE

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

PROFESSIONAL EXPERIENCE

Early Childhood Service Corps (ECSC) Program, Remote

2021 - to present

Social Media & Digital Engagement Coordinator

Leverages media content scheduling strategies in software, such as MailChimp, Hootsuite, and Facebook Ads Manager to curate, schedule, and manages all ECSC media assets and campaigns across Email, Facebook, Instagram, Website (WordPress), and LinkedIn platforms. Steers project management expertise to plan, coordinate, and directs specific projects for the ECSC program's objectives, including construction/management of CRM and workflows.

- Optimized assets for internal/external media and marketing platforms with a focus on analytics to boost engagement, achieving targeted number of volunteers for first and second cohorts.
- Increased volunteer interest by 50% by collaborating closely with Early Childhood Project manager on digital/print campaigns and promotional materials for programs and events, including flyers, brochures, and websites.

Althea Center for Engaged Spirituality

2021 - 2022

Digital Communications Director, Remote

Managed all media assets for operation and special events with allocated budget to engage community members. Collaborated with Operations Director and Spiritual Director to perform final quality control as well as coordinate printing, publication, posting, and delivery of all material/content across several channels and medium. Rendered significant efforts in curating, planning, and monitoring all content/campaigns across Email, Facebook, Instagram, and Website (Wix) platforms using media content scheduling techniques in Wix Email Marketing, Facebook Business Suite, and analytics software, including Facebook analytics, Buffer, Wix analytics, and Google Analytics.

- Enhanced brand awareness within Althea's New Thought/Interspiritual Community by recommending new high-potential opportunities and strategies, such as introducing processes and productivity with a new CRM, newly designed website, and email marketing platform.
- Increased Althea's reach, strengthened Althea's dedication to "engaged spirituality," and mobilized community through high quality/engaging printed collateral, mailers, and promotional materials as well as digital properties such as websites, social media, and SMS/Text-to-donate, in collaboration with community partners/third-party vendors.

Episcopal Migration Ministries, Remote

2021 - 2022

Digital Media Intern/Neighbor to Neighbor Program Assistant

Leveraged professional expertise in curating promotional materials, such as slide decks, brochures, program descriptions, social media content, e-blasts, print cards, and promotional videos. Proactively communicated with media outlets and affiliates to promote Sponsor Circle program and Neighbor to Neighbor program objective.

- Successfully secured a \$50K anonymous donation matching opportunity and met appeal target by curating, developing, and monitoring #GivingTuesday/#GiveWelcome Campaign assets.
- Increased 51% of average number of listeners each month by gathering stories, conducting interviews with affiliates, records, produces, and promoting EMM's podcast series.

Innovation Services Production Studio, James Madison University Libraries, Harrisonburg, VA

2017 - 2020

Digital Media Specialist

Delivered exceptional assistance in 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. Liaised with team to review, finalize, and distribute media assets in-line with branding of the company. Oversaw creation of media assets as well as contributed in pitching for internal/external media and marketing campaigns. Collaborated closely with the Executive Media Specialist and Department Heads on digital marketing and promotional materials for programs/events, such as annual Teaching Learning Technologies (TLT) conferences.

- Enhanced brand awareness on JMU's campus for Innovation Services by creating high quality/engaging printed collateral, mailers, promotional materials, and digital properties such as promotional videos to reach targeted clients (professors, staff, students).
- Facilitated clients in development of high-quality teaching tools, including instructional videos for online classroom settings, podcast production, and subject photography in collaboration with production team.
- Curated branding for the Teaching Learning Technologies conference via print materials, and digital collateral, while ensuring accessibility of program information and interactive spaces.

ADDITIONAL EXPERIENCE

Creative Manager of Media Production, St. Matthew's Episcopal Church, 2020

Media Fellow and Digital Consultant, DigiComm at James Madison University 2018

Virtual Assistant, MG Hair & Makeup, 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, Slack, MS Teams, PipeDrive, 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,

Social Media:

Facebook, Instagram, Twitter, LinkedIn, Pinterest, IG Reels, TikTok, Snapchat, Reddit, Quora, WhatsApp, Hootsuite certification, Tailwind Media Scheduler, Later Media Scheduler, Buffer Media Scheduler

EDUCATIONAL BACKGROUND

B.A. Media Arts & Design - Interactive Design with a concentration in UX/UI

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