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Audubon, PA

[Portfolio](#)

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Stephanie Linden

Graphic Design/Marketing
Social Media/Copywriting



PROFESSIONAL SUMMARY

Graphic designer and marketing specialist with over 23 years of experience, adept at leveraging skills in Adobe Creative Cloud, web design, and copywriting to deliver impactful design and marketing solutions. Proven track record in boosting brand visibility and sales through innovative design and strategic marketing initiatives, including successful email campaigns and social media promotions. Committed to continuous improvement and efficiency, demonstrated by optimizing design processes to accelerate project delivery by 20%.

EXPERIENCE

November 2022 - Present

Marketing and Assistant Store Manager Bookish | King of Prussia, PA

- Initiated team collaboration to enhance store operations and customer experience.
- Leveraged 23 years of design expertise to elevate store sales.
- Innovated in-store promotions, doubling social media followers and boosting event sales by 25%.
- Implemented effective email campaigns with a 46% open rate, contributing to sales growth.

January 2001 - Present

Freelance Graphic Designer Freelancer.com | Remote

- Delivered high-quality design projects, elevating client satisfaction and retention using the latest design trends, ensuring effective project execution.
- Maintained precision in design elements, producing error-free outputs.
- Optimized design processes, accelerating project delivery by 20%.

December 2019 - February 2020

Remote Freelance Designer W.S. Badcock Home Furniture | Remote

- Detailed execution design projects including postcards, brochures, sales materials, and billboards
- Collaborated with Florida-based marketing team through Adobe Connect and Zoom
- Delivered high-quality design projects on time, ensuring client satisfaction
- Enhanced marketing materials through meticulous attention to design details
- Adapted to new design challenges, contributing to innovative marketing campaigns

April 2016 - December 2019

Senior Graphic Designer W.S. Badcock Home Furniture | Mulberry, FL

- Produced bi-weekly sales campaigns in collaboration with the Board of Directors and various teams, ensuring comprehensive project ownership.
- Crafted engaging social media content, driving increased sales, web traffic and user engagement.
- Designed diverse print materials, meeting Media Coordination team requests while maintaining brand consistency.
- Leveraged market trend analysis to guide design direction, boosting brand visibility.

August 2014 - July 2015

Illustrator Herff Jones | Edwardsville, KS

- Worked jointly with students and teachers to bring their yearbook visions to life with maximized creativity and innovation in design
- Applied advanced design techniques to create captivating yearbook covers to ensure the yearbooks maintained high-quality standards while reflecting unique visions

December 2012 - April 2014

Graphic Designer Universal Construction | Lenexa, KS

- Revamped proposal designs, enhancing submission success rates.
- Streamlined administrative tasks, boosting productivity.
- Implemented the use of innovative social media tools and website design, increasing brand visibility and customer engagement.

July 2009 - December 2012

Artist and Reporting Coordinator Centrinex | Lenexa, KS

- Led the innovative design of display screens and marketing materials, ensuring impactful brand communication.
- Created efficiency in financial operations through effective loan processing and program testing, boosting approvals and accuracy.
- Pioneered new methods for performance tracking, revolutionizing data management and enhancing productivity..

EXPERIENCE

January 2008 - December 2008

Associate Creative Director Digital Eye Inc | Shawnee, KS

- Directed captivating motion graphic designs, enhancing visual experiences.
- Leveraged skills in motion graphics design for nationwide audience engagement.
- Ensured seamless project execution through effective team management.

April 2001 - August 2007

Graphic Designer Star Struck Extreme Inc. | Port Huron, MI

- Responsible for the design of unique custom merchandise, including apparel and accessories, enhancing product appeal.
- Developed and maintained a user-friendly online shopping cart, optimizing customer experience and operational efficiency.
- Mastery of color separations, large format graphics, and screen-printed designs

EDUCATION

August 2009 - March 2012

Bachelor of Fine Arts in Graphic Design, International Academy of Design and Technology (IADT)

August 2002 - June 2007

Associate of Arts and Sciences in Digital Art and 3D Animation, Macomb Community College

SKILLS

Graphic Design

Adobe Photoshop

Adobe Illustrator

Adobe InDesign

Adobe Creative Cloud

Adobe Acrobat

Adobe After Effects

Adobe Connect

Project Management

Creativity

Marketing

Typography

Critical Thinking

Teamwork

Color Theory

Digital Design

Deadline-oriented

Communication

Organization

Branding

Multitasking

Illustration

Copywriting

Zoom

Web Design

Social Media

Problem-solving

Adaptability

Print Design

HTML/CSS

Attention to Detail