



# STEPHANIE DANIEL

## A CREATIVE PROFESSIONAL

ADVENTUROUS & PASSIONATE

### CONTACT INFO

📞 (715) 891-1909

✉️ [stephddesigns@gmail.com](mailto:stephddesigns@gmail.com)

🌐 [stephddesigns.com](http://stephddesigns.com)

📍 Location Independent  
- Traveling Digital Nomad  
- Florida Resident

### FORMAL EDUCATION

#### BACHELORS OF FINE ARTS

Illinois Institute of Art  
Schaumburg, IL 2012

### AREAS OF EXPERTISE

- Photography & Editing
- Page Layout & Composition
- Typography & Color Theory
- Social Media Content Creation
- Marketing & Brand Strategies
- UX/UI Design Principles
- Design Systems
- Extremely Detail Oriented
- Highly Organized
- Motivated Self Starter
- Powerful Team Player
- Creative Problem Solver

### TECHNICAL & SaaS SKILLS

- Adobe Creative Suite
- Email Marketing & Automations
- Shopify & eComm Platforms
- Cloud & File Collaboration
- Video Conferencing
- Google Workspace
- Analytics & Reporting Metrics
- Project Management Tools
- Basic HTML & CSS

### PERSONAL INTERESTS

- Arts; Paint, Photography, Crafting
- Outdoors; Camp, Hike, Kayak
- Being & Working with Animals
- Yoga & Meditation

Blending creative, free-thinking notions with a strategic planning mindset to bring forth high-performing design solutions. Striving to exceed project goals and ready to make a difference.

### CAREER EXPERIENCE

#### BRAND MANAGER | CONTENT CREATOR | GRAPHIC & PACKAGING DESIGNER

March 2018 – Present

**Surebonder** USA's Manufacturing leader in specialty hot glue sticks and supplier of professional hot glue guns to sell through distribution, B2B & D2C markets.

##### > As Creativity & Brand Manager

- Ensure brand consistency across all channels from digital to print
- Be a brand liaison to communicate ideas, coordinate goals, and share product knowledge with our outside partners
  - Manage projects with digital agencies and PR firms to manage social media channels, paid ads, PR & TV opportunities, etc.
  - Foster relationships and collaborate with influencers, affiliates, and product sponsors to expand the brand's reach
  - Head discussions and storyboard with video production teams
- Direct all internal creative projects by collaborating with in-house marketing and sales teams to produce on-brand deliverables on time and on budget
- Oversee in-house photography and website design & experience
- Deliver monthly marketing reports using GA4 & Search Console Analytics
- Periodically conduct competitor analysis and market research

##### > As Marketing Content Creator

- Create and manage email & SMS marketing campaigns and automations
  - Developed campaign schedule using calendarized, event-driven, and peak-season marketing strategies
  - Created all campaign content; copy, images, graphics, etc.
  - Use Attentive and Klaviyo ESP platforms to setup, manage, and report on email & SMS workflows
- Generate high performing landing pages to best fit campaign needs
  - Follow best practices for SEO and keyword research
  - Use Shopify and integrated apps to achieve desired results
- Design print and digital marketing materials for B2B & D2C efforts
  - Infographics, sell sheets, catalogs, tradeshow banners, etc.
- Produce all types of content for social, paid ads, website & 3rd party seller sites
  - Photography, retouching, graphics, video editing, ad copy, etc.

##### > As Graphic & Packaging Designer

- Recreated and continue to update existing & create new product packaging
- Setup brand guidelines and standards, developed & maintain design system
- Streamlined product artwork production processes
  - Worked with multiple overseas manufacturers to achieve the correct brand colors across all products and their packaging
  - Worked with in-house teams to develop artwork request processes for both branded and B2B white labeled products

## CATALOG & GRAPHIC DESIGNER | EMAIL MARKETER | PHOTOGRAPHER

Oct. 2015 – Feb. 2018

**Specialty Store Services** Develops & sources high quality custom store furnishings to sell directly to store owners and retailers alike.

- Overhauled outdated catalog layouts to revitalize the brand's image
  - Worked with outside vendors to create new quarterly printed versions
  - Worked with internal product specialists to transmute new ideas
- Implemented Rebranding Strategies
  - Informed customers big changes were coming to the brand across all channels using targeted digital campaigns via email and using
- Photographed products and edited for website, catalog, marketing efforts, etc.
  - Setup and conducted product photoshoots on-site
  - Used Photoshop to edit images accordingly for specific use cases
- Planned, designed, coded, and sent marketing emails
- Designed and handled customer artwork for various printed materials
  - Improved communication processes between CS, sales, and in-house print teams to achieve faster, more professional results for customers

## PHOTOGRAPHER | GRAPHIC & EMAIL DESIGNER

April 2012 – Sept. 2015

**Windy City Novelties** WCN is known for their unique offering of party favors, supplies, glow sticks, and light-up toys for both B2B & D2C markets.

- Designed all creative assets needed for email content and website graphics
  - Used Photoshop to create holiday-related hero images, category thumbnails, icons, composited images, ad banners, etc.
- Worked closely with e-commerce and marketing teams to manage all creative assets needed from art department
- Created branded promotional graphics for Google and other paid ad channels
- Photographed products to create consistency and modernize the brand
  - Setup and conducted product photoshoots on-site
  - Used Photoshop to make composite images of products within party scenes and on models

## FREELANCE PROJECTS

### LOGO DEVELOPMENT & BRAND IDENTITY

July 2020 DJ Just Jase

- Developed the Just Jase logo for an up-and-coming Las Vegas DJ

### LOGO REBRANDING

June 2020 Armis Dei, A Classical Education School

- Worked directly with the school board to iterate and rebrand their logo

### GRAPHIC DESIGNER FOR MARKETING MATERIALS

April 2019 Arrowhead Lodge & Resort

- Re-illustrated original logo and created digital variations to be used for promotional swag, branded merchandise, business cards, and other various marketing materials
- Created flyers and signs, redesigned the food menu, and helped design the staff t-shirts

### PHOTOGRAPHY & PUBLICATION DESIGN

January - March 2012 German-Italian Comfort Food Cookbook By Claudia Wiker

- Photographed and retouched images of the author, in-progress steps, and final food dishes for high-resolution printing
- Designed recipe page layouts incorporating German and English verbiage using InDesign