

STEPHANIE SCHIRO-GORDON

347 Brookcliff Terrace • Sugar Hill, Georgia 30518

678-765-6602 (office) 678-773-6664 (cell) • stephanie@sasmarketinganddesign.com

LinkedIn: www.linkedin.com/pub/stephanie-schiro-gordon/22/162/b77

STRATEGIC MARKETING CONSULTANT – GRAPHIC DESIGNER

Print and Online Publishing – E-Commerce – SEM/SEO

Social Media – Internet Marketing and Design – Brand Positioning – Project Management

Customer IT Training/Support – Client Negotiation – Vendor Relationships

Skilled, self-motivated strategic Marketing Consultant and Graphic Designer with 15+ years' executive experience innovating new ideas, initiating problem solving techniques and implementing digital media solutions. Proven proficiency in leadership and providing solutions as it relates to Internet marketing, design and media strategy. Adept at developing strong relationships with key players, team members and network partners. Created new growth-focused marketing strategies while providing forward-thinking assistance to leadership and corporate executives. Experienced director knowledgeable in areas of creative design, interactive media, public relations, technology, marketing and production. Deadline-driven, entrepreneurial mindset combined with skilled communication, innovative thinking and excellent new media skills assist in attaining desired results and organizational achievement.

PROFESSIONAL EXPERIENCE

SAS Marketing and Design, LLC, Sugar Hill, Georgia, 2007 – Present

Online marketing agency specializing in the consultation, creation and design of collateral, search engine optimization and search engine marketing solutions for organizations of varied sizes. Deliver turnkey product offering that encompasses business processes from consultation to production and printing. Business model is based upon providing outsourced marketing and art department solutions to client companies while assisting in the control of in-house overhead expenses.

Owner/Marketing Consultant

Effectively engage with clients and customers to generate creative vision, implement designs and consistently and successfully meet deadlines and production requirements. Spearhead and administer all marketing and creative operations, and champion processes which move the client's businesses forward.

- Authored and implemented new business plan for manufacturer's digital e-commerce expansion.
- Delivered enhanced website graphics and marketing strategies to client company which successfully generated increased e-commerce revenue by 64% over the past 6 years. (ScaffoldExpress.com and TheScaffoldWarehouse.com)
- Provided search engine optimization services to client companies where the Google pay-per-click (PPC) conversation rate was increased by 50% annually while reducing the cost per conversion by 79% over a 5-year period. Increased valuable call leads 202% in that same 5-year period. (ScaffoldExpress.com and TheScaffoldWarehouse.com)
- Increased online presence and branding recognition with e-mail marketing and social media campaigns.
- Strategized and implemented cost reduction tactics that lowered advertising overhead associated with manufacturer's digital and print advertising programs to 11% of total revenue. (STVA Scaffold)
- Provide technical support for outside organization looking for effective solutions for website hosting and e-mail management.
- Effectively consolidated online merchant services account for client and reduced annual outgoing expenses by \$7K in fees annually. (Panaseas International, Inc.)
- Manage print advertising and catalog design, production and printing for multiple U.S. and International based clients.

PRIMEDIA, Inc., formerly known as Haas Publishing Company, Norcross, Georgia, 1991-2005

National consumer publishing company with marketing specialization in the real estate industry. Organization assists in delivering information and other essential tools needed by customers in the home buying or rental process. The company works across multiple platforms and has received recognition for its ability to deliver pertinent information via Internet, mobile and print

solutions. Various publications and platforms include Apartment Guide, ApartmentGuide.com, Rentals.com, New Home Guide, NewHomeGuide.com and Distributech.

Director of Operations
Production Manager
Regional Art Director
Art Director
Graphic Artist & Photographer

Selected to restructure and lead the production department in order to improve sales/production relationships and publication quality. Effectively built, motivated and directed customer service, creative and production teams. Streamlined processes related to the creative and production processes to increase efficiencies and allow growth in capacity.

- Received four-out-of-four performance-based promotions.
- Consistently managed the design and production of 80+ monthly publications, a \$5.4 million operating budget and 98 employees.
- Successfully stabilized department, improved staff morale and decreased attrition to less than ten percent per year.
- Championed efforts to reduce budget expenditures by \$200K annually while also engaging in efforts which increased employee compensation.
- Managed quality control measures which contributed to increased consumer satisfaction of printed publications; reduced printed errors from 19 percent to 0.56 percent per month.

CERTIFICATIONS and EDUCATION

Google Ad Words Certification in Search & Shopping & Badged Google Partner

Adobe Dreamweaver CC 6 Web Development Bootcamp

Google Digital Analytics Fundamentals & E-commerce Academy

Adobe Dreamweaver I, II & III

Google Seminars for Success, Google Ad Words

Adobe Photoshop & Flash MX Training

Masters of Arts in Education

The University of Phoenix, Phoenix, Arizona

FileMaker Pro Beginner, Intermediate and Advanced

Microsoft Excel, Introduction and Advanced

Bachelor of Fine Arts in Visual Communication Design

The University of Texas, Austin, Texas

Minor: Photography

TECHNICAL PROFICIENCY

- Macintosh OS X
- Adobe InDesign/Illustrator/Photoshop/Acrobat
- Adobe Dreamweaver and Flash
- Quark Xpress
- Microsoft Office Suite (Word, Excel, PowerPoint, Outlook)
- E-Commerce Software (Volusion, Big Commerce, Word Press)
- Facebook, Twitter, LinkedIn and Google+
- FileMaker Pro
- Google Ad Words, Analytics & Ad Words Editor
- HTML5