



## CONTACT

860.212.5982

STEPHANIE@MCNABBDESIGN.COM

PHILADELPHIA, PA



## WEBSITE

MCNABBDESIGN.COM



## ESSENTIAL SKILLS

- GRAPHIC DESIGN
- ART DIRECTION
- PROJECT MANAGEMENT
- BRANDING
- WEB DESIGN
- PRINT DESIGN
- SOCIAL CONTENT CREATION
- CONCEPT DEVELOPMENT
- STRATEGIC PLANNING
- GOOGLE ADS CERTIFIED



## SOFTWARE + TECH

- ADOBE INDESIGN
- ADOBE ILLUSTRATOR
- ADOBE PHOTOSHOP
- ADOBE XD
- HTML / CSS
- WORDPRESS CMS
- TRELLO
- HOOTSUITE / SPROUT
- MAILCHIMP
- GOOGLE ANALYTICS
- G-SUITE
- MICROSOFT OFFICE
- CANON EOS 6D

# STEPHANIE MCNABB

GRAPHIC DESIGN + MARKETING

## HELLO!

*I've spent the last 10+ years accumulating a wealth of experience creating beautiful and effective marketing campaigns. I am currently seeking out new opportunities to provide graphic design and art direction support for individual businesses or creative agencies.*

## EDUCATION

### Graphic Design, BFA

ROCHESTER INSTITUTE OF TECHNOLOGY, ROCHESTER NY | 2006

## PROFESSIONAL EXPERIENCE

### Freelance Graphic Designer + Art Director

MCNABB DESIGN | 2012 - PRESENT

Designer and art director, with experience across all media including web, digital, UI/UX, print, social, typography, and branding.

#### Creative Services:

- Strategic planning and execution of multi-channel marketing campaigns
- Website creation for individuals and small business (Wordpress CMS)
- Logo/identity design and creation of brand standards
- Publication and editorial layout
- Social media account set-up and content creation (banner ads, posts, and stories)

#### Project Management:

- Ensure project life-cycle stays on track using appropriate methodologies (waterfall/kanban)
- Data-driven creative solutions using Google Analytics data, KPIs, and user personas
- Emphasis on measurable goals and conversion tracking solutions
- Set up collaborative workspace environments using Trello, Slack, and G-Suite

### Department Lead, Web Services

GROUP TWO ADVERTISING | 2019-2022

Oversaw all agency website projects from proposal to launch. Worked closely with Creative and Paid Search team members to collaborate on highly-effective websites focused on lead conversion for multi-channel campaigns.

- Estimate, timeline, and proposal creation
- Project management using agile methodology
- Instituted agency standards for process
- Web Design and prototyping using
- Adobe XD
- Worked with Wordpress, Hubspot, Mailchimp, and other leading CRMs
- Google Ads Certified

## FUN FACTS



150+ HOURS OF YOGA PRACTICED  
IN THE PAST YEAR



BOOK CLUB MEMBER SINCE 2016



LOVES TO COOK. HOSTS MONTHLY  
THEMED DINNER PARTY



TRAVELED CROSS-COUNTRY  
WITH TWO DOGS, TWICE.  
VISITED 38 STATES + 4 COUNTRIES

## SOCIAL MEDIA



@MCNABBDDESIGN  
@WOOFANDWAFFLES  
@MYNEIGHBORSPLANTS



/MCNABBDDESIGN

## PROFESSIONAL EXPERIENCE *CONTINUED*

### Digital Marketing Manager

MORRIS ARBORETUM OF UNIVERSITY OF PENNSYLVANIA | 2012 - 2014

Responsible for maintaining the organization's website. Cross-department collaboration to achieve visitation and donor benchmarks. Managed a small team of interns and freelancers.

- Fully re-designed and developed new website using a responsive framework.
- Increased yearly website visitation by nearly 200% and off-season website engagement by over 25%
- Streamlined organization's brand image through the creation of Master Style Guide
- Increased social media following through the use of influencer partnerships and unique content generation

### Faculty, Graphic Design

INDIANA UNIVERSITY OF PENNSYLVANIA (IUP) | 2011 - 2012

DELAWARE COLLEGE OF ART & DESIGN (DCAD) | 2012

- Students averaged excellent marks, demonstrating solid understanding of layout design, software competency
- Created a highly effective teaching approach by framing projects around hypothetical 'real-world' client projects

### Art Director

NATREL COMMUNICATIONS | 2008 - 2010

- Generated original concepts for large-sale, multi-channel campaigns for new products in the pharmaceutical space.
- Collateral included email blasts, catalogs, sales aids, brochures, POS, and convention displays
- Lead client presentations for new campaign pitches
- Managed freelance staff

### Associate Art Director

ZACHYS WINE INC. | 2006 - 2008

- Created marketing collateral for multi-million dollar wine auctions
- Managed photographers and directed photo shoots to artfully document rare wine collections
- Luxury catalog design, print advertisements, and special event collateral
- Maintained e-commerce website and created email blasts