

# Stephanie Kemp

Boise, ID - Email me on Indeed: [indeed.com/r/Stephanie-Kemp/8baed3b12ed10d00](https://www.indeed.com/r/Stephanie-Kemp/8baed3b12ed10d00)

My name is Stephanie Leigh. I won a coloring contest in fourth grade. I also won the district spelling bee. Branding is my jam. And, I don't like coffee. Seriously. I love design. I love words. I love to design words. And, I love how the thoughtful configuration of words can untangle the most complex ideas. I'm a UI Designer with experience in web design and content marketing. I have a Bachelor's degree in English from the University of Colorado, and I've had the privilege of honing my marketing expertise at both small local businesses and large corporations.

Willing to relocate to: Boise, ID - Denver, CO - Seattle, WA

Authorized to work in the US for any employer

## WORK EXPERIENCE

### **Creative Director**

Sleigh Creative - Boise, ID - November 2016 to Present

Collaborate with my clients to refine their brands so that I can solve their complex ideas with unique, clean designs that appeal directly to their target markets. I develop identity systems for small businesses that include logos, websites, and social media campaigns. For web design, I utilize both Squarespace and WordPress, and I provide one-on-one training to pass off user-friendly sites, or I support clients with ongoing training. I host and maintain URLs as needed. I generate both creative and technical content via graphics or words.

[www.bysleigh.com](http://www.bysleigh.com)

### **Marketing Manager**

Elevate Publishing - Boise, ID - April 2016 to June 2017

Worked intimately with authors to develop launch campaigns and increase book sales. Oversaw marketing team and collaborated with design team to develop a brand for each author. Managed and tracked all sales numbers for 60+ titles. Data mined for new sales channels, organizations and influencers connected to each book. Managed direct sales distribution for each title. Pitched speakers for speaking events and book events. Pitched authors for workshop events within connected organizations. Filtered publication requests and moved new authors through the publication process. Utilized Basecamp, Salesforce, Adobe, Google, and Microsoft programs on a daily basis.

### **General Manager & Art Director**

Betsy's Hot Yoga Studio - Louisville, KY - March 2015 to May 2016

Ran entire operations of a successful fitness studio (hiring, training, scheduling, payroll, etc.) before moving out of state and transitioning into a freelance role as the studio's art director. Responsible for the studio's rebranding efforts, generated all marketing ideas, created graphics and designed social media campaigns via Facebook, Instagram, and Constant Contact. Designed and managed WordPress website. Created an environment that prided itself on providing world class customer service. Utilized and studied MindBody software.

[www.betsystudios.com](http://www.betsystudios.com)

### **Assistant Manager at lululemon athletica**

Lululemon Athletica - Louisville, KY - August 2014 to July 2015

Oversaw all social media efforts, including the generation of seasonal campaigns, and facilitated the grand opening of a multi-million dollar store. Significantly increased the brand awareness via Facebook, adhering to very specific brand standards for the company. Served as community liaison to all fitness studios in the city, developing integral relationships with all business owners. Organized quarterly events. Designed graphics for said events, including the city's largest ever outdoor yoga event: Na'ma-Stay on 4th Street. Utilized Taleo to manage hiring process.

### **English Teacher & Girls' Varsity Basketball Coach**

Jeffersontown High School - Louisville, KY - August 2011 to July 2014

Taught senior English, including Advanced Placement classes. Designed curriculum for seniors to obtain Kentucky college readiness benchmarks. Worked in professional learning communities to develop standards-based instruction. Facilitated entire operations for a high school basketball program.

### **Assistant Athletic Director**

Assumption High School - Louisville, KY - August 2010 to July 2011

Responsible for scheduling for over 20 sports teams. Responsible for maintaining athletics homepage. Oversaw all sports teams and kept track of paperwork for all programs. Wrote monthly updates for local magazines. Managed all daily operations for sports teams, specifically in regards to game-day set up.

### **Sales Associate**

Fleet Feet Sports - Louisville, KY - July 2009 to July 2010

Helped new management to turn a failing store into a \$1M powerhouse within one year. Consistently earned daily honors of being the top salesperson. Designed and managed Triple Crown and Derby Mini-marathon training program. Created bi-monthly newsletters for email blasts.

### **English Teacher & Girls' Varsity Basketball Coach**

Columbia River High School - Vancouver, WA - August 2008 to July 2009

Taught 9th & 10th grade English. Designed curriculum that maintained high standards as part of the International Baccalaureate® program. Collaborated in professional learning communities to unify curriculum and develop common assessments. Took over a failing basketball program and organized a summer workout group, increased participation, and led the varsity team to a regional appearance in my first season.

### **Basketball Coach**

Language Arts Teacher & Girls' JV - Falcon, CO - August 2006 to July 2008

Taught 7th & 8th grade Language Arts. Collaborated in professional learning communities to unify curriculum and develop common assessments. Went to school on Saturdays for two years to receive my teaching license on top of my B.A. in English. Coached a successful JV team and led entire summer league program.

## **EDUCATION**

### **Master's Degree in Secondary Education and Teaching**

Grand Canyon University  
2010 to 2011

### **Master's Degree in Leadership**

Grand Canyon University  
2009 to 2010

### **Bachelor's Degree in English**

University of Colorado Denver - Denver, CO

2005 to 2006

#### SKILLS

Adobe (2 years), Google Adwords (1 year), Social Media Marketing (5 years), Powerpoint (10+ years)

#### LINKS

<http://bysleigh.com>

<http://www.linkedin.com/in/stephanie-kemp>