



Stephanie Farber

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Education

University of Washington
HTML5, CSS3 and
Responsive Design for Web
Development Certificate
Expected May 2017

Tufts University
Medford, MA, 2014
B.A. English, Minor in
Communications & Media
and Community Health
Cumulative GPA: 3.34

Université de la Sorbonne
Paris, France, Spring 2013

Skills

Project Management
Content Development
CMS Experience: WordPress
Basic HTML, CSS
Copywriting
Copyediting
Email Marketing
Adobe Suite:
Photoshop, InDesign
Premiere Pro, Audition
Microsoft Suite:
Word, PowerPoint, Excel

Hobbies

Making bad puns
Doing jigsaw puzzles
Quoting *The Princess Bride*
Playing Scrabble
Working on Indie films
Perfecting grilled cheese
Playing flag football

Media and Marketing Experience

Content Manager, BlueSnap, Waltham, MA, January 2016 – Present

- Write, edit, and produce explainer and brand videos
- Develop SEO optimized content for website (run through CMS – WordPress)
- Map buyer's journey and create customer personas
- Create infographics depicting eCommerce trends and statistics
- Influence strategy for, edit, and write educational white papers and eBooks
- Design company branding including: ads, conference booths, and presentations

Marketing Specialist, Withings, Cambridge, MA, June 2014 – November 2015

- Researched and delivered nutrition, weight loss, blood pressure, and other health education information to consumers via mobile app, blogs, and email campaigns
- Served as project manager for marketing and Corporate Social Responsibility campaigns, managing multi-channel communications
- Managed event operations by creating marketing materials, organizing logistics, and attending medical and corporate wellness trade shows to increase brand awareness

Curriculum Designer and Leadership Experience

Course Designer and Instructor, Freshman Seminar, Tufts University, Fall 2013

- Researched and analyzed extensive sports media texts to develop curriculum for and teach the course: *Sports, Media, and Society*
- Served as an orientation leader and mentor to 14 students, helping them acclimate to college life through frequent check-ins for personal and academic advisement

Founder, JumboRead, Tufts University, January 2011

- Coordinated program operations including: securing a location, outreach to publications for book donations, and balancing the program budget
- Researched age appropriate literature and activities to develop curriculum
- Developed a media strategy for participant recruitment and community outreach
- Structured and managed an executive board to maximize program success and cultivate a community among Tufts volunteers to maintain longevity of the program

Student Manager, Tufts University Dining Hall, September 2010 – May 2014

- Recruited, on boarded, and trained new employees and student leaders
- Supervised 20 person dining staff, serving up to 1000 students per meal period
- Worked with marketing department to improve communication

Volunteer Head Soccer Coach, Springfield NJ, April – June 2009

- Coached team of 20 ten-year-old girls, running practices, game strategy, and scheduling

Brand Building Experience

Intern, DigitasLBI, Boston MA, January 2014

- Worked with Creative, S&A, Marketing, Media and Account Planning teams
- Conducted a competitive analysis of social media marketing for CPG company

Summer Intern, The Life is Good Company, Boston, MA, Summer 2013

- Created internal branding materials for new employee on boarding
- Engaged with community to drive brand awareness as part of street marketing team

