

STEPHANIE SHEPHERD JENKINS

UI/UX DESIGNER

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Outgoing and insatiably curious creative with a unique background in marketing and communications. Successfully launched websites, graphics, and marketing materials for companies ranging from start-ups to Fortune 100s. Extensive experience in project management, web design, advertising, brand strategy, and copywriting.

Equally independent and collaborative with ambition to partner cross-functionally across all levels for success and problem-solve with an adaptable yet innovative approach.

SKILLS

Tools & Systems	Adobe Creative suite, Figma, Microsoft office suite, Salesforce, CMS platforms, Orange Logic (DAM), Hearsay, Yext, Flowcode, OneMob, Google Ads
Creative	Product design: UI/UX visual design, competitive analysis, user research, user personas, workflows, branding guidelines, prototyping and wireframing Graphic design, web design and development, photography, videography, marketing, copywriting and proofreading
Languages	Frontend development: HTML, CSS, JavaScript

EXPERIENCE

Lead Designer & Project Manager

Companion Insurance Agency, Remote

2023 - 2023

- Designed graphics, web pages, marketing collateral, etc. for agent and office use across United States, resulting in 45% increased client engagement.
- Managed digital marketing programs: agent and office web presence, Google and Facebook listings and ads, social media presence and video; resulting in 30% increased national agent adoption.
- Proactively and creatively improved online customer and agent experience through training and incentive programs to boost digital lead generation opportunities by 25%.
- Collaborated with stakeholders to optimize agents' online presence, including: internal leadership, external vendors, regional teams supporting local agents, IT and Analytics teams.

- Executed monthly reporting for digital marketing services to inform leadership and stakeholders of progress and coordinate additional marketing opportunities.
- Served as lead administrator for digital systems to identify areas of opportunity and solve for problem areas: Orange Logic (DAM), Salesforce, Hearsay, Yext, web pages, Flowcode and OneMob.
- Helped drive customers to Comparison Insurance agents using various successful strategies, such as digital marketing, local and digital advertising, lead acquisition and partnerships.

Designer & Senior Marketing Specialist

Liberty Mutual Insurance, Remote

2022 - 2023

- Partnered with internal creative agency (Copper Giants) to coordinate, manage and execute marketing campaigns and designs, including management of creative deliverables from graphics, advertisements, brief writing, concept review, execution and post-launch analysis.
- Developed marketing programs through variety of media including direct mail, email, brochures, social media, online and print media; successfully managed \$20+ million program budgets.
- Supported Strategic Partnership Group (SPG) to evolve and expand external partnerships with global organizations in the Automotive, Transportation, Affinity, and Employer segments of Acquisition Marketing; successfully promoting 500+ Fortune 100 business partnerships.
- Provided marketing communications support: writing POVs, developing communication plans and business cases; presenting at leadership meetings, agent council and compliance review sessions.
- Defined strategies and go-to-market plans informed by customer insights, desired budgets, schedules and quality limits and KPI's/success metrics across channels.
- Managed outside vendors in developing and supplying communication tools and materials for national distribution; completed internal analysis that identified \$1 million in annual savings.

Senior Executive Communications Specialist

Liberty Mutual Insurance, Remote

2021 - 2022

- Consulted for and wrote internal communications materials for COO and CTO executives across variety of employee channels to inform and connect with employees
- Developed communications plans, strategies and solutions for materials being published across channels on behalf of senior leadership.
- Edited and proofread all written materials, campaigns and targeted communications.
- Managed and executed daily content across digital channels, especially email distributions and intranet content/updates.
- Counseled on ideas and agendas as well as wrote materials for leader events (live chats, leadership meetings, etc.)
- Evaluated effectiveness of campaigns through metrics and analysis; developed measurement scorecards to provide senior leadership with holistic view of engagement and direct future messaging tactics

Senior Enterprise Communications Specialist

Liberty Mutual Insurance, Remote

2017 - 2021

- Created, copyedited and distributed global communication materials daily to 50,000+ employees including translated emails, newsletters, blog posts, homepage newsreels and notifications.

- Managed crisis communications across channels in timely manner to effectively keep employees informed.
- Served as lead administrator of Salesforce platform, responsible for creation and distribution of translated enterprise-wide emails, including CEO and senior leader messaging
- Managed and executed on daily production, content development and updates of intranet channels using HTML coding and various web-building techniques.
- Planned and completed transition to updated CMS platform for entire intranet, increasing employee and team engagement by 45%.
- Redesigned editorial calendar structure and strategy for all channels across enterprise; launched improved version on collaborative platform with increased efficiency by over 70%.
- Completed ad-hoc project management tasks, including: market research, analyzing engagement data, creating graphic designs and templates for intranet and email.

Human Resources Development Program

Liberty Mutual Insurance, Boston, MA

2015 - 2017

- Served 3 rotations as HR Generalist, Branding Specialist and Talent Specialist

Freelance Writer & Designer

Endureed/Global Innovations & Various Clients

2021 - 2022

- Developed email templates and campaigns, wrote copy for web pages, blog posts, articles, designed brochures and other marketing collateral, photographed and edited product photos

EDUCATION

Bachelor of Arts, Communications

Bryant University, Magna Cum Laude

2011 - 2015

Certification, UI/UX Design

Career Foundry, all final projects selected for student showcase

2022 - 2023

Specialization Certification, Frontend Development

Career Foundry

2023

COMMUNITY INVOLVEMENT

Service & Caretaking

Colorado Pet Pantry, Various animal shelters

Meal Preparation & Service

Community shelter program

Leader of New Member Operations & Communications Team

Liberty Mutual Women Empowerment Group