

STEPHANIE PLOOF

UX / UI DESIGNER & COMMUNICATIONS SPECIALIST

CONTACT

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<https://stephaniemploof.github.io/portfolio/>

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EDUCATION

Front-End Web Development

General Assembly, Remote

UX Design Bootcamp

Avocademy, Remote

Communications B.S. in Public Relations

Boston University

SKILLS

Front End Web Development

User Experience Research

User Interface Design

Graphic Design

Marketing Strategies

Strategic Media Relations

Photography

Event Planning & Logistics

Project Management

TOOLS

FHTML

Javascript

CSS

VS Code

Figma

Miro

Adobe Suite

Canva

WordPress

Procreate

EXPERIENCE

VICTORY PROGRAMS

COMMUNICATIONS SPECIALIST | JAN 2021 - PRESENT

- Strategize, create, and execute an annual communications plan and calendar.
- Create content (written, photos, videos, fact sheets, etc.), design, and disseminate scheduled donor email communications.
- Conduct interviews with clients and staff to be used for newsletters, direct mail, website, etc.
- Manage the agency's website including creating new content, updates, and improvements.
- Develop strategic and timely media pitches and press releases for the agency while maintaining and growing press lists.
- Provide oversight for external communications materials and all agency social media platforms to achieve a unified message and consistent design standards.
- Assist with preparing invitations, brochures, calendar listings and other promotional materials to increase attendance at fundraising events; create and manage all pre- and post-event media opportunities.
- Maintain and grow Victory Programs photo library by taking pictures and develop video content for use on website and social media.

PAN COMMUNICATIONS

ASSISTANT ACCOUNT EXECUTIVE | SEPT 2019 - DEC 2020

- Developed and maintained media and influencer lists.
- Researched awards and speaking opportunities and maintained tracking grids.
- Assisted account teams with social and digital media initiatives for clients.
- Daily media monitoring for client coverage, media database development, and daily upkeep.
- Worked closely with individual account teams, including sitting in on media briefings, drafting opportunity memos, participating in weekly calls, etc.
- Identified and took the lead on proactive pitching opportunities for clients.
- Prepared press or new business kits/mailings, clip books, etc.