

# STEPHANIE PLOOF

## DESIGNER AND COMMUNICATIONS SPECIALIST

603-965-5436

| stephaniemploof@gmail.com

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

### PROFESSIONAL SUMMARY

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With a solid foundation in communications, I am eager to pivot my career toward product design. As a communications specialist, I have developed a keen understanding of storytelling, audience engagement, and strategic messaging. My transition into design is driven by a passion for enhancing user experiences through intuitive interfaces and thoughtful design solutions. Equipped with a creative mindset and proficiency in collaborative environments, I am committed to leveraging my communication skills to effectively translate user insights into compelling digital experiences.

### EXPERIENCE

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#### VICTORY PROGRAMS

##### COMMUNICATIONS & MARKETING MANAGER

JAN 2021 - PRESENT

- Strategize and execute annual communication plan, ensuring alignment with organizational objectives and audience needs.
- Create engaging content in various formats, including written articles, photos, videos, fact sheets, and design assets for digital and print use.
- Develop, design, and disseminate donor email communications, resulting in increased donor engagement and retention.
- Conduct interviews with clients and staff to gather compelling stories for external and internal communications, such as newsletters, appeals, website content, and social media posts.
- Manage the organization's website, including creating new content, implementing updates, and making improvements to enhance user experience and drive traffic.
- Formulate strategic and timely media pitches and press releases, expanding media coverage and maintaining relationships with key journalists and outlets.
- Provide oversight for internal and external comms materials to ensure a unified message and consistent design standards.
- Assist in event preparation by drafting invitation copy, creating brochures, planning event logistics, and developing promotional materials for various fundraising events.

#### 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, PowerPoint presentations, etc.

### EDUCATION

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#### Communications B.S.

Boston University

#### UX/UI Foundations Bootcamp

Avocademy, Remote

#### Front-End Web Development

General Assembly, Remote

### SKILLS

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User experience research

User interface design

Marketing strategies

Graphic design

Photography & videography

Event planning & logistics

Project management

### TOOLS

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Figma

FigJam

Miro

Adobe Creative Suite

Canva

WordPress

HTML & CSS