

Stephanie Berliner

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Philadelphia, PA | stephanie.berliner@gmail.com

Senior Brand and Communications Strategist

- Strategic communications leader specializing in research-informed narrative frameworks, messaging, audience engagement and integrated campaigns for nonprofit and mission-driven organizations
- Trusted strategic partner to executives and senior leaders, facilitating goal-setting, aligning cross-functional priorities and translating organizational vision into actionable communications and operational plans
- Adept at collaborating across departments to deliver cohesive brand content spanning web, email, social media, development, media relations and events
- Skilled at transforming complex policy and organizational priorities into accessible, audience-centered communications that build trust and drive action among stakeholders

Core Competencies

Brand + Narrative Development | Integrated Communications Strategy | Messaging + Creative Direction | Market Research + Audience Segmentation | Content + Channel Strategy | Peer + Landscape Analysis | Brand Positioning | Media Planning + Performance Reporting | Project Management | Vendor + Agency Management | AI Prompting + Integration

Selected Experience

Brand Strategy + Communications Consultant

Free Range Lettuce Strategies | 2012 – Present

Selected Clients: Protect Democracy, Rice University's Glasscock School of Continuing Education, Houston Cultural Districts, Floss Barber Inc, Sharing Excess, Yunis Legal, Houston Parks Board

Strategic Communications + Narrative Development

- Develop integrated marketing and communications strategies that align organizational priorities with audience needs
- Establish narrative frameworks and content strategies that connect web, email, social media, thought leadership and supporting assets to support marketing initiatives and organizational goals

Content Development + Digital Communications

- Create and manage content for websites, newsletters, blogs, social media, email campaigns, thought leadership, publications and donor communications, ensuring brand and narrative consistency across platforms
- Manage digital channels, including website CMS and social media engagement
- Collaborate across departments to maintain consistency across brand voice and visual communications

Research, Market Insights + Performance

- Conduct qualitative and quantitative research (interviews, stakeholder surveys and internal audits) to uncover audience needs and inform strategy
- Translate research and competitive insights (landscape reviews, trends, social listening) into actionable recommendations that improve future communications and marketing execution
- Track and measure campaign performance and synthesize results into recommendations that improve future communications and marketing efforts

Communications Systems + Operations

- Manage multi-stakeholder projects from discovery through execution, coordinating timelines, deliverables and cross-functional collaboration
- Create brand toolkits, strategy documents and presentations that enable staff to implement and sustain marketing initiatives
- Maintain and manage vendor relationships, ensuring adherence to budget and timely execution of deliverables

Adjunct Faculty Instructor

Temple University | 2010 – 2024

- Taught courses in media, account planning and consumer behavior
- Focused on applied research methodologies and ethical communication practices

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Cultural + Communications Strategist

The Black Sheep Agency | 2022 - 2024

Selected clients: Houston's Coalition for the Homeless, Chan Zuckerberg Initiative, DC College Access Program (DC CAP Scholars), Mental Health America, United Domestic Workers of America, Scholarship America, Camp Aranzazu, Concentric Community Advisors

Brand + Marketing Strategy

- Led brand and communications strategy engagements across nonprofit organizations and sectors, translating research and organizational priorities into actionable marketing plans
- Developed positioning frameworks, audience personas, value propositions, messaging architecture and channel strategies that aligned organizational goals with audience needs
- Facilitated SWOT analyses and executive workshops that clarified strategic priorities and informed long-term communications direction
- Partnered with creative teams to develop brand touchpoints and campaign concepts that carried strategic messaging consistently across digital and offline experiences

Audience Research + Market Insights

- Designed and conducted mixed-methods research (stakeholder interviews, audience surveys, landscape/cultural analysis, and social listening) to uncover audience behaviors to generate executive-ready insights
- Presented strategic recommendations to leadership and supported planning-to-delivery follow-through across complex stakeholder environments

Team Management

- Supervised junior strategists, providing guidance, professional development, mentorship and project direction

Program + Communications Manager

University of the Arts | 2020 - 2022

Higher Education Marketing

- Led marketing and communications for academic programs, special initiatives and nationally distributed publications
- Produced executive communications and marketing materials aligned with institutional priorities and organizational goals
- Managed content calendars, editorial workflows and production timelines across multiple concurrent projects, ensuring quality and on-time execution
- Coordinated contributors, vendors and project teams to successfully execute high-profile institutional communications

Events & Stakeholder Engagement

- Planned and executed events and special programs end-to-end for students, faculty and staff, coordinating communications, logistics and stakeholder engagement
- Developed digital presentations, itineraries and communications for visiting faculty, creating seamless experiences while serving as the primary point of coordination across internal and external partners

Education

Temple University, Philadelphia, PA

Bachelor of Arts, Advertising Research and Strategy

Magna Cum Laude Graduate

Tools + Platforms

Social Media: LinkedIn, Instagram, Threads, Facebook, TikTok, Twitter/X, YouTube, Sprout Social, Hootsuite, Buffer

Email + Campaigns: Mailchimp, Constant Contact

Content + Design: Canva, Adobe Creative Cloud, Wordpress, Squarespace, Wix

Research + Metrics: Google Analytics, Meta Business Suite, SurveyMonkey, Mintel, Stylus, Nielsen, IBM SPSS

Project Management + Collaboration: Google Workspace, Microsoft Office, Zoom, Mural, Wrike, Notion, Monday.com