



SUPER POWERS:

qualitative interviewing, cultural research + analysis, strategic communications, audience insights + personas, ethnography, brand strategy + positioning, trend forecasting, strategic thinking + planning, focus group moderation, narrative storytelling, workshops + presentations, writing + editing

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Steph has the unique ability to absolutely embody curiosity in everything from research to interviews to presentations. She is naturally skilled at asking questions, digging deeper into an idea and pulling out useful nuggets.

- Alex Pinnell, Creative Strategist at Madeo

📍 Philadelphia, PA

🌐 @stephanieberliner

📷 @papercraneconfections

I'm a stellar strategist because...

- I'm insatiably curious about human behavior
- I can see the big picture while obsessing about the details
- I have a depth and breadth of experience
- I have strong intuition
- I'm adept at putting people at ease
- I have a knack for crafting compelling narratives
- I love connecting the dots in new and unexpected ways

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Steph thinks in really compelling, creative and far-reaching ways. Her ability to draw from diverse sources, experiences and spaces of curiosity is unparalleled. No one thinks and sees the world quite like Steph.

- Katie Laird, Director, Special Projects at The Black Sheep Agency

SELECTED PROFESSIONAL EXPERIENCE



April 2012 - present
Freelance Brand + Communications Strategist
Clients Include: B2B, Nonprofit and Small Biz



Nov. 2022 - Dec. 2024
Cultural + Communications Strategist
The Black Sheep Agency



Aug. 2010 - May 2024
Adjunct Instructor, Department of Advertising
Temple University



July 2021 - Oct. 2022
Program + Marketing Manager
University of the Arts



Nov. 2010 - May 2012
Strategy Manager
Finch Brands



Sept. 2009 - Oct. 2010
Media Planning + Buying Coordinator
LevLane Advertising

EDUCATION + TRAINING

2003

Improv Comedy
Upright Citizen's
Brigade Theater, NYC

2010

Bachelor of Arts
Advertising Research
Temple University, PHL

2011

Registered Yoga
Teacher
RYT e-500 Level

NOTABLE CLIENTS

- Chan Zuckerberg Initiative
- UTHHealth Houston
- DC-College Access Program
- Houston's Coalition for the Homeless
- Yum! Brands
- Fashion Bug
- Scholarship America
- Mental Health America

Software + Applications

PROFICIENT IN

Microsoft Office Suite, including Excel, PowerPoint and Word ■ Google Workspace ■ Intuit Quickbooks ■ Squarespace ■ Wordpress ■ Wix ■ Constant Contact ■ MailChimp ■ Sprout ■ Hootsuite ■ Buffer ■ Meta Business Suite ■ Canva ■ Google Analytics ■ both Mac and PC platforms ■ Canvas and Blackboard LMS ■ Nielsen and other syndicated research ■ SPSS ■ Adobe Creative Suite