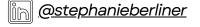
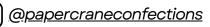


# O Philadelphia, PA





### 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



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

## **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



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

## 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
- Yum! Brands
- UTHealth Houston
- Fashion Bug
- DC-College
  Access Program
- Scholarship America
- Houston's Coalition for the Homeless
- Mental Health America

# **Software + Applications**

#### **PROFICIENT**

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