

Soleri Stephan

ssstepha@asu.edu

(480) 738-8148

www.linkedin.com/in/soleri-stephan

PROFESSIONAL EXPERIENCE

Graphic Design Assistant, Arizona State University- Sun Devil Fitness Complex March 2023 – Current

- Conceptualized and executed innovative design solutions, including logo creation, branding, marketing collateral, and digital assets, enhancing brand recognition and customer engagement
- Demonstrated proficiency in Adobe creative suite utilizing typography, color theory, layout design, and image manipulation skills to deliver visually compelling and impactful designs

Design Consultant, Soleri Skye Studios June 2021 – Current

- Conducted in-depth assessments of their branding needs and developing comprehensive strategies to elevate their visual identity and market presence
- Created captivating and cohesive branding materials, including logos, business cards, and brand guidelines, ensured consistent and compelling communication of the client's unique value proposition

Marketing Intern, Meritage Homes January 2023 – May 2023

- Employed digital marketing tools to design, schedule, and analyze e-blasts for a 17,000+ subscriber base, enhancing campaign effectiveness
- Oversaw web content using multichannel automation software, optimizing user experience and collaborated across teams to create diverse marketing materials, ensuring successful campaign execution

Digital Marketing Associate, ASU Global Tech Experience January 2023 – May 2023

- Created a Shopify store for a sunscreen brand, optimized for conversion, and incorporated SEO best-practices and conducted A/B testing to drive sales
- Devised a paid social campaign strategy, including setting a campaign structure and defining an objective, KPI and cost-efficiency metrics, to help a professional service brand generate awareness and conversion for their online course

Marketing Intern, MC Companies May 2022 – July 2022

- Developed social media content, created new hire materials, and collaborated cross-functionally to reconfigure internal documents and Excel spreadsheets to enhance ease of use
- Performed audits on company websites and adjusted language and other components to streamline user experience

Graphic Design Intern, Stride K12 June 2021 – August 2021

- Led and developed a marketing campaign for the purpose of boosting student engagement in online classes
- Designed web pages, web banners, online newsletters, and announcements for communicating with staff and resources for teachers to share with students

EDUCATION

Barrett, The Honors College at Arizona State University, Tempe AZ

W. P. Carey School of Business

Bachelor of Science, Marketing (Digital and Integrated Marketing Communications)

GPA: 4.0

- Awards: New American University- President's Award, Dean's List Fall 2021, W.P. Carey Leaders Academy, Arizona Department of Education- Seal of Biliteracy in Spanish Language

SKILLS

Technical Skills: Adobe Creative Suite, Figma, Canva, Excel, SharePoint, Publisher, Reputation Management, Shopify website design, SEO, Instagram Ads, and A/B Testing Software, Customer Experience Management Software, digital marketing automation and analytics software

Certifications: E-Commerce Specialist, Digital Ads Specialist, Spanish Seal of Biliteracy, Intercultural Skills