

STEPHANIE LEIGH KEMP

learner.
designer.
strategizer.

ABOUT ME

I won a coloring contest in fourth grade. I also won the district spelling bee. Branding is my jam. And, I don't like coffee. Seriously.

EDUCATION

B.A. English
University of Colorado

M.A. Leadership
Grand Canyon University

M.S. Curriculum & Instruction
University of Colorado

PROFESSIONAL SKILLS

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|-------------|-----------|
| PHOTOSHOP | ● ● ● ● ● |
| ILLUSTRATOR | ● ● ● ● ● |
| INDESIGN | ● ● ● ● ● |
| CANVA | ● ● ● ● ● |
| HTML | ● ● ● ● ● |
| CSS | ● ● ● ● ● |
| SQUARESPACE | ● ● ● ● ● |
| WORDPRESS | ● ● ● ● ● |

Hello.

I am passionate about integrating my skills with a talented marketing team that believes in continuous collaboration, minimalist design, and ongoing professional development. Also, I'm not a fan of timecards; I believe in deadlines. I love words. I love to design words. And, I love how the thoughtful configuration of words can untangle the most complex ideas.

EXPERIENCE

sleigh creative | 2016-present | creative director

I collaborate with my clients to refine their brands so that I can solve their complex ideas with unique, clean designs that appeal directly to their target markets. I develop identity systems for small businesses that include logos, websites, and social media campaigns. I generate both creative and technical content via graphics and words.

elevate publishing | 2016-2017 | marketing manager

I worked intimately with authors to develop launch campaigns and increase book sales. I oversaw the marketing team and collaborated with the design team to develop a brand for each client. I educated authors on best practices for web design, email marketing, print advertising, creating a digital presence, generating speaking engagements, etc. I data mined for sales channels, organizations and influencers connected to each book.

betsy's hot yoga louisville | 2015-present | art director

As Betsy's manager, I ran the entire operations of a successful fitness studio. When I moved out of state, I transitioned into a freelance role as the studio's art director. I was responsible for the studio's rebranding efforts, generated all marketing ideas, created graphics and developed social media and email campaigns. I designed and managed the website, and I now design all collateral as requested, utilizing our brand catalog.

lululemon athletica louisville | 2014-2015 | assistant manager

I facilitated the grand opening of a multi-million dollar store, and I oversaw all social media efforts, including the generation of seasonal campaigns. My team significantly increased the community's brand awareness via Facebook, adhering to very specific brand standards for the company. I served as community liaison to all fitness studios in the city, developing integral relationships with all business owners. I organized quarterly events and designed collateral for said events, including the city's largest ever outdoor yoga event: Na'ma-Stay on 4th Street.

public education system | 2006-2014 | english teacher & coach

I taught 7th-12th grade English, including Advanced Placement classes. I designed curriculum for students to meet state standards and obtain college readiness benchmarks. I worked in professional learning communities to develop standards-based instruction. I facilitated entire operations for three successful high school basketball programs.

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