

Stacie Spencer

Online Portfolio: goinggraphic.com • Contact: stacie@goinggraphic.com • 240 606-4980
Address: 9619 Woodland Road New Market, Maryland 21774

WORK EXPERIENCE

Graphic Designer, Going Graphic, LLC

February 2016 - Present

Owner and designer. Specializing in small business design and marketing projects. Logo design, branding, print collateral, website and digital ad creation. Email marketing, social media management, and blog writing.

Marketing Coordinator, Assistant Match

December 2016 - February 2019

Graphic designer and brand ambassador for Assistant Match. Managed editorial calendar, created graphics, and wrote company newsletters. Networked to increase brand awareness and sales. Provided graphic design, social media management and marketing assistance to Assistant Match clients.

Real Estate Marketing Assistant, EMA Group, LLC

April 2014 - March 2016

Provided various marketing and administrative support to include; lead generation through online research, development and management of client databases, marketing clients through written correspondence, and expense tracking, recording and organization.

Owner and Jewelry designer, Stacie Jewelry

September 1998 - May 2016

Designed, created and sold fine silver jewelry. Marketed and sold product online via Etsy Shop. Developed and maintained social media marketing campaigns through Facebook, Pinterest, Twitter and Instagram. Direct customer marketing through Constant Contact newsletters. Developed and maintained selling relationships with 5 retail stores throughout a 16-year period. Grew online business 400% over a two-year period. Invited to participate as a vendor at the 2013 American Music Award gifting suite.

Senior Manager Regulatory, Bell Atlantic Comm. (Verizon)

August 1995 - May 1997

Worked with implementation team to orchestrate entry into long distance calling market. Responsible for researching and managing tariff filings with the FCC and state PUCs. Researched rates and marketing behavior of competitors.

Director of Telecom Relations Regulatory, Oncor Comm.

June 1992 - August 1995

Liaison between Oncor Communications and Regional Bell Operating companies (RBOC). Negotiated, coordinated and executed various regulatory issues with RBOC's to include tariff compliance and service fulfillment. Managed staff of two employees.

VOLUNTEER EXPERIENCE

Celebrate Frederick Marketing Chairperson

April 2016 - August 2018

Work with the Celebrate Frederick marketing committee to strategize, review and implement marketing ideas.

AIGA Sponsorship Director

June 2015 - June 2018

Volunteer board member position serving as the director of sponsorship. Coordinated chapter events to include Student Flux design competition and various design based educational programs.

EDUCATION

The Art Institute of Pittsburgh

Graphic Design Diploma

The Pennsylvania State University

Bachelor of Science Degree - Marketing

SOFTWARE

Adobe Illustrator • Adobe Photoshop • Adobe InDesign • Adobe Acrobat • WordPress