

STEPHANIE COLEMAN

CONTACT

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Experienced and passionate Social Disruptor and Brand Innovation Specialist with background in the healthcare, advertising, sponsorship, education and direct marketing industries. Leadership roles include manager of both corporate and non-profit support staff, developing corporate marketing and branding initiatives, complemented by additional experience as an entrepreneur. A superb communicator, with a proven ability to develop and manage businesses and deliver measurable results.

PROFESSIONAL EXPERIENCE

Clear understanding of branding concepts & able to generate strong solutions based on brand & business strategies across traditional & social media platforms

Provide creative direction and leadership for the

development, design, production & presentation of print & web campaigns

Develop and maintain local & national media relationships; create annual brochures, other promotional collateral;

support other fundraising & program activities

Develop solutions and oversee all stages of creative design from concept to print that maximize message, budget, sponsors & time limitations

Develop, execute & present new business concepts, creative, & agency capabilities

Act as liaison between the designers, writers, clients, vendors & contractors

Approve all digital solutions, media campaigns, press proofs & work directly with vendors/printers, national & abroad, in order to ensure consistency of organization's brand

EMPLOYMENT/CONSULTANT HIGHLIGHTS

NEUTRAL GREY PRINCIPAL/ INNOVATION DIRECTOR 2004–PRESENT

Neutral Grey creates a discerning, design-driven and research-based array of engaging communication materials that are tailored to the specific and unique interest of its clients, including corporate brand development, communication strategies, literature systems, and web-based business-to-business solutions. Its solutions encompass digital, disruption, mobile, advertising, radio, tv, new media, print and web design, corporate communications, and publishing.

- Responsible for business development, client deliverables, and financial performance
- Leverage positive relationships established within corporate communities to build the firm
- Partner with senior executives of firms to develop and execute business solutions throughout client organizations

HOUSTON HEALTH DEPARTMENT Houston, Texas 2015–Present

After nearly 30 years, lead creation of a new logo, brand standard and media strategy for city-wide implemented

- Navigate Government regulations and approval(s) from Mayors office, City Council members and local/national constituents.
- Evaluate and implement the redesign and relaunch of corporate identity and branding standard

(ADL) ANTI- DEFAMATION LEAGUE New York, New York 2007–2010

Responsible for rebrand and developing strategic communication solutions and creation, support, and flow of internal and external print and web-based marketing, communications, and research materials for the Institution. Initiate and support ongoing evaluation efforts to assess efficacy of programs and activities. for Donors, National and Regional constituents. Founded in 1913 ADL has 29 offices in the United States and three offices in other countries.

New York, New York 1998–2003

LINCOLN CENTER FOR THE PERFORMING ARTS, INC.

Oversee strategic rebrand (web-based, mobile and print) Lincoln Center Inc, Great Performers Series, Lincoln Center Festival as well as various programs and special events.

1996–Present

I'CLAUDIA VISUAL COMMUNICATIONS 1996-PRESENT

CLIENTS (Partial List)

NATIONAL: AARP, United Nations, West Point Academy (Eisenhower Hall Theatre), Florida Grand Opera, City Center Theatre, Footsteps Group, LLC, Mercedes, Tre Media Group, Essence Magazine, Inc. Lowe's

NEW YORK: Carnegie Hall, The New York City Department of Health and Mental Hygiene, Alternatives for Natural Healing, Hake Associates Kramer Design Uniworld Group, Impact Graphics, Latina Magazine NYC Board of Education, Sri Chinmoy

TEXAS: University of Houston, Texas Southern University, Charity Productions

RHODE ISLAND: RISD Museum, Rivers, Doyle & Walsh, Keep Providence Beautiful

ILLINOIS: Allstar Medical, Kandi's Kids

SKILLS

	AVERAGE	GOOD	SKILLED
Photoshop	●●●●●●●●	●●●●●●●●	●●●●●●●●
InDesign	●●●●●●●●	●●●●●●●●	●●●●●●●●
Illustrator	●●●●●●●●	●●●●●●●●	●●●●●●●●
Video Editing	●●●●●●●●	●●●●●●●●	●●●●●●●●
Graphic	●●●●●●●●	●●●●●●●●	●●●●●●●●
Web/Mobile	●●●●●●●●	●●●●●●●●	●●●●●●●●
Interface	●●●●●●●●	●●●●●●●●	●●●●●●●●
Experience	●●●●●●●●	●●●●●●●●	●●●●●●●●
Info. Architect	●●●●●●●●	●●●●●●●●	●●●●●●●●

EDUCATION

Rhode Island School of Design 1994–1996
University of Houston-Downtown 1993–1994
Kansas City Art Institute 1992–1993
High School for the Performing and Visual Arts 1989–1992

REFERENCES

Available Upon Request