

Stacy Wells

marketing & graphic design

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EXPERIENCE

- **MARKETING & COMMUNICATIONS COORDINATOR**
University of British Columbia | Vancouver, British Columbia | 2020 - Current
Coordinating all marketing materials and campaigns for the UBC Department of Physical Therapy, including display advertising, website design and development, social media content design and management, presentation design, email marketing, and brand identity.
- **MARKETING & GRAPHIC DESIGN COORDINATOR**
Milani Plumbing | Vancouver, British Columbia | 2018 - 2020
Managing all marketing, graphic design, & partnerships for Milani including display advertising, print advertising, event coordination, social media management, content creation, email marketing, and brand identity.
- **GRAPHIC & WEB DESIGNER**
Stacy Wells Design
Assisting companies with design & marketing requests, including branding projects, website design & development, print creation, and more. Includes creative direction and project management.
- **GRAPHIC DESIGN LEAD**
Heart+Hammer | Raleigh, North Carolina | 2015 - 2018
Working alongside other designers, art directors, and creative directors on a wide range of design projects for high end clients, including website design & development, outdoor & print advertising, direct mail, brand identity design, digital advertisements, email campaigns, and a variety of promotional materials. Direct client communication and project management included.
- **MARKETING GRAPHIC DESIGNER**
Johnson Automotive | Raleigh, North Carolina | 2014 - 2015
Conception, production and creative development of various print work, advertising, identity materials, web site content and e-mail marketing. Established on-site brand manager for various automotive brands, including Lexus, Maserati, Porsche, Subaru, Hyundai, Honda, and Fiat. Designed different advertising and print materials for 8 different automotive locations on the East Coast.
- **GRAPHIC DESIGNER**
MR Creative | Raleigh, North Carolina | 2011 - 2014
Designer for graphic design company in Raleigh, NC, creating complete identity systems, advertisements and restaurant menus for health, food, and entertainment industries.

ABOUT

- **SOFTWARE:**
Adobe Illustrator, InDesign, & Photoshop
Wordpress | Wix | Squarespace
InvisionApp | Adobe XD | Sketch
Mac | PC
Microsoft Office | Google Docs
HTML5 | CSS
HubSpot | Hootsuite | Sprout Social
- **TECHNICAL SKILLS:**
Advertising | Branding | Color Theory
Layout | Logotypes | Marketing Strategy
Packaging | Photo-Manipulation
Poster Design | Social Media Management
Brand Guidelines | Typography
Video Editing | Animated GIFs
Website Design & Development

EDUCATION

- **BFA IN GRAPHIC DESIGN**
Savannah College of Art and Design (SCAD) | Savannah, GA | Graduated 2013
Cum Laude Honors
Academic Achievement Scholarship
Deans list