

Stephanie Schiro-Gordon

stephanie@sasmarketinganddesign.com • 678.773.6664 • Sugar Hill, GA

[linkedin.com/in/stephanie-schiro-gordon](https://www.linkedin.com/in/stephanie-schiro-gordon) • Online Portfolio: <https://www.stephanieschirogordon.com/>

CAREER HIGHLIGHTS

- 20+ years of experience in graphic design and managing creative projects and teams
 - Conducting market research and identified new business opportunities and marketing strategies for key client
 - Grew e-commerce revenue by 501% over 12-year period through successful marketing strategy and campaigns
 - Received four-out-of-four performance-based promotions while working at PRIMEDIA Inc.
-

AREAS OF EXPERTISE

- Print & Digital Production
 - Marketing Research & Strategy
 - Advertising & Branding
 - Website Creation & Management
 - Marketing Communications
 - Presentations & Reporting
-

MARKETING AND DESIGN EXPERIENCE

Marketing Consultant and Graphic Designer, SAS Marketing and Design, LLC, Remote

07/2007-Present

Graphic Design, Marketing Campaigns, and Branding

- Manage all aspects of an online marketing agency specializing in the consultation, creation and design of collateral, search engine optimization and search engine marketing solutions for organizations
- Design and deliver enhanced website graphics and marketing strategies successfully generating annual revenue increases by 20% year after year over the past 12 years
- Increased online presence and brand recognition by 574% in 7 years via e-mail marketing and social media campaigns

E-Commerce Management, Paid Search Advertising, and SEO

- Spearhead paid search advertising strategy for clients including keyword research, campaign building, optimization, conversion tracking and presentation of analytic results
- Implemented cost reduction tactics lowering client's advertising overhead to 17% of total revenue

Key Accomplishments and Projects:

- Transformed client's technical support solutions for website domain hosting and e-mail management
- Initiated an API custom coding project resulting in a 19% increase in e-commerce revenue and an 86% reduction in abandoned orders
- Authored print advertising solutions for catalog design, production and printing for U.S. and International clients
- Developed detailed instruction sheets, process documents, and workflow visuals for key client

Director of Operations, PRIMEDIA Inc., Norcross, GA

01/2000-06/2005

- Oversaw the design and production of 80+ monthly publications including but not limited to the Apartment Guide, ApartmentGuide.com, Rentals.com, New Home Guide, and NewHomeGuide.com
- Managed a \$5.4 M operating budget and 98 employees across customer service, production, and creative teams
- Restructured departments including differentiating workflow between three teams to ensure efficiency
- Implemented supervisory meetings and "experience days" for 10 direct reports to increase communication, understanding, and morale between management and staff
- Coached customer service team to serve as the liaison between graphic artists and sales team
- Empowered graphic artists and creative teams to specialize in ad creation, book production and other areas

- Improved overall publication quality by advocating for 3 additional proofreaders and implemented consistent processes and procedures for all content reviews and editing prior to final publication
- Streamlined production and creative processes increasing efficiencies and allowing growth in capacity

Key Accomplishments

- Managed department budget and effectively reduced expenditures by \$200K annually
- Reduced print errors from 19% to less than 1% percent per month through strengthen quality control
- Established new customer service, creative and production teams, championed efforts to increase compensation, effectively increasing motivation and decreasing attrition to less than 10% per year

Production Manager, PRIMEDIA Inc.	01/1998-01/2000
Regional Art Director, PRIMEDIA Inc.	03/1996 – 01/1998
Art Director, PRIMEDIA Inc.	08/1993-03/1996
Graphic Artist and Photographer, PRIMEDIA Inc.	03/1991-08/1993

SKILLS

Design Tools: Adobe Creative Suite: InDesign, Photoshop, Illustrator, Dreamweaver

Microsoft: Word, Excel, PowerPoint, Outlook

Coding Tools: HTML & CSS

Google: Google Ads, Google Merchant Center, Google Analytics, Bing Ads

Cloud Base E-commerce Software: Big Commerce, Volusion, WordPress

Email Marketing: Constant Contact & MailChimp

Social Media Marketing: Facebook (Meta Business Suite), Twitter, LinkedIn & GoogleMyBusiness

Remote Collaboration Tools: Zoom, Google Meet, Teams, SharePoint, Google Drive, DropBox, Slack

ADDITIONAL EXPERIENCE

Teacher, Giant Campus 06/2005-07/2007

- Taught 2-3 virtual classes per semester in Web Design and Technology for upwards of 90 high school students

3rd Grade Teacher, Sycamore Elementary School 08/2006-05/2007

- Collaborated with fellow 3rd grade teachers to design instruction and map out school year curriculum
- Conducted student assessments, recorded data, and developed reports for caregivers and administrators
- Oversaw general classroom management while teaching engaging and interactive lessons to 20+ students

EDUCATION

Master of Arts in Education, University of Phoenix

Bachelor of Fines Arts in Communication Design, Minor Photography, University of Texas at Austin