

## STEPHANIE FAIL

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### EXPERIENCE

**Freelance, Boston & North Shore MA Region**

*January 2012 to Present*

#### **Multimedia Producer and Marketing Consultant**

- Responsive Web development, Software Customization & E-Commerce Installation
- Cross-Platform Branding Strategy, Graphic Design & Content Creation
- Database Creation & Management
- Client Cold-calling, Proposals, Contract Negotiation & Acquisition
- HTML Email SEO & Social Media Strategy with Automation
- Multimedia Production such as Photography, Video, or Audio Services
- Software and Systems Training for Clients

**TCI Rwanda, Kigali, Rwanda**

*April to December 2014*

#### **Web Designer, Sales & Marketing Consultant**

- Booking Software Testing, Training & Deployment
- Branding & Graphic Production, Responsive Web design & E-Commerce Installation
- Proposal, Strategy & Contract Writing
- Client Scheduling, Negotiation & Acquisition with Sales Pipeline Development
- Search Engine Optimization through Organic and Paid Content Production

**Team Heart Rwanda, Dedham, MA & Kigali, Rwanda**

*February to March 2014*

#### **Assistant to Director**

- Development of a database for shipping inventory of medical supplies
- Branding & Graphic Production for annual report, name tags, papers for conferences
- Programmed phones, was the lead IT person for equipment issues, ran multimedia slide shows, took photos, made travel and dining arrangements during a Cardiac Health Forum in Kigali

**National Lawyers Guild, Boston, MA**

*June 2012 to January 2013*

#### **Legal Referral Service Coordinator**

- Referred Clients to a list of 60+ Attorneys
- Maintained extensive Database for Clients, Legal Cases, & Attorneys
- Bookkeeping with Quickbooks
- Designed Website and Marketing Strategy for Multiple Stakeholders
- Organized, Led & Scheduled Board Meetings with agenda setting and catering
- Reported to a Team of 6 Attorneys who oversaw my position
- Answered Phones and followed up with clients and attorneys

**Forum Communications Co., Fargo, ND**

*July to August 2011*

#### **News Reporter, Photographer & Graphic Designer**

- Reported on local history, nonprofits, and area businesses
- Worked under the guidance of several editors to produce content on sharp deadlines
- Took photos of events and for stories
- Graphic Design of Newspaper
- Created a Photography Blog

**The Mass Media – Student Newspaper of Umass Boston, Boston, MA**

*September 2007 to November 2011*

#### **Opinions Editor, Graphic Designer & Multimedia Producer**

- Curated content, wrote articles and debated issues with fellow students
- Video Recording & Photography
- Designed layouts and Magazine-stye spreads
- Participated in intensive New Media Training Conferences from CMA

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**Avalonbay Inc., Various Properties across Eastern MA**

*May 2003 to April 2011*

### **Leasing Consultant**

- Toured & Scheduled Apartments, Answered Phones & Emails, edited newsletter
- Kept Records in Salesforce & Keytrack Databases
- Managed Resident Complaints & Scheduled Maintenance
- Followed-up Leads with an established corporate sales pipeline
- Worked with multiple levels of supervision on a total of 7 different teams
- Was responsible for large-sum checking deposits & relevant accounting

## **EDUCATION & TRAINING**

### **University of Massachusetts Boston**

College of Liberal Arts - Bachelors in Anthropology

*2015*

College Of Management – Certificate in Entrepreneurship

*2012*

### **University of South Dakota**

American Indian Journalism Institute – Intensive Course in Multimedia Journalism

*2011*

### **Bishop Fenwick High School**

Diploma

*2005*

### **College Media Advisers – Student Media Conferences**

Attended 5 national conferences with training led by industry leaders

*2008-2010*

## **SKILLS**

### **A. Design & Multimedia**

- Web Design, User Experience Testing, Content Management, Custom Software Installation and Application/Widget Integration on a variety of platforms: Wordpress, Wix, Squarespace, Drupal, Joomla, and Adobe Muse
- Beginner-level experience in Javascript, jQuery, and intermediate experience in HTML5 and CSS.
- Graphic Design and Typography for newspapers, electronic publications, events, and brands: Adobe Photoshop, InDesign, Illustrator, and Quark
- Audio/Visual Production and Photography: Finalcut Pro, Adobe Premiere, Audition, Photoshop

### **B. Marketing & Business**

- Email & Social Media Campaign Management: Instagram, Twitter, Facebook Pages & Ads, HootSuite, TweetDeck, Tumblr, Survey Monkey, Microsoft Outlook, and MailChimp.
- Search Engine Optimization with Google Adwords, keyword tagging, and custom content.
- Directory Management and Business Listing Experience: Google, Yahoo, YellowPages, Trip Advisor, Yelp, Air BnB, Amazon, Craigslist and more.
- Presentation Experience in Powerpoint, Prezi, and Whiteboard Illustration.
- Database Creation, Visualization and Management with FileMakerPro, Excel, and cloud-based business applications such as Salesforce CRM, Dropbox, Box, Google Drive, Basecamp, 17hats, and Remember the Milk.

## **SPECIAL INTERESTS**

Finalist in UMB's Venture Development Center Business Competition 2012 & 2013

World-Explorer and Mountain Climber who has lived in 5 different countries for 1 month or longer while visiting 15

Multimedia Artist & Musician with live performance and gallery experience

Foreign Language Experience (with varying levels of fluency) in Spanish, Italian, Kinyarwanda, Turkish, & Arabic