

Steph Hay

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Summary of Qualifications

- Positive, organized thinker—with specialties in content creation and web user experience design—who conceives and manages communications initiatives that achieve organizational goals.
- Eight years of proven management abilities leading and collaborating in non-profit and for-profit environments from consulting firms and online media companies to higher education institutions.

Experience

Principal + Content Strategist, Stephanie Hay, LLC, Alexandria, VA (06/2010-CURRENT)

Founded and cultivated a successful freelance consulting business that provides clients with web content and copywriting, information architecture and user experience design, and business and marketing strategy.

Director of Digital Strategies, Tellenger, Vienna, VA (2009-2010)

Grew the non-profit division by leading business development activities, authoring feasibility white papers, project managing client engagements, and writing contracts and optimized web content. Also:

- Independently identified, engaged, and delivered communications solutions for eight clients (at more than \$500k in potential revenue) in 10 months of outreach and project management efforts.
- Spearheaded the redesign and re-branding of clients' websites; created wireframes and sitemaps, wrote content, oversaw freelance designers and developers, and established social media presences.

Web Project Manager/Copywriter, Viget Labs, Falls Church, VA (2007-2009)

Grew Viget's profits and esteem by leading consulting engagements with clients in small marketing projects through custom software application development efforts. Also:

- Expertly project managed requirements gathering, budgets, and deliverables for 20 clients while closing more than \$100k in revenue via ongoing maintenance and feature development contracts.
- Led the redesign of the corporate website; created wireframes and sitemaps, wrote copy, directed photos, and collaborated with designers to ensure usability and ongoing blog strategy.

Editor, NBC Universal Sports (World Championship Sports Network), Bethesda, MD (2006-2007)

Directed homepage editorial content, wrote headlines, edited features, and generated Olympic sport-specific stories for major traffic leads in association with managing editor. Also:

- Wrote, managed, and published content in consult with technology team at Major League Baseball.
- Trained new staff on editorial guidelines and proprietary content management system.

Communications and Web Coordinator, George Mason University, Fairfax, VA (2003-2006)

For the College of Arts and Sciences, wrote alumni-focused marketing and solicitation materials, speeches for the dean (including his 2006 commencement address), and internal communications. Also:

- Organized, promoted, and participated in alumni events such as homecoming, annual "Fall for the Book" book celebration, alumni night at sporting events, and department-specific fundraisers.
- Established, contributed to, and circulated a weekly e-newsletter to more than 1,000 recipients to encourage alumni engagement and faculty research cross-collaboration.

Additional Experience + Technology Snapshot

- Co-Marketing chair for Art Directors' Club of Metro Washington (ADCMW); co-editor of *FullBleed*.
- Marketing and website chair for annual TEDxPotomac conference (2010, 2011).
- Proficient in MS Office, CMS platforms, social media, email marketing, HTML, Chicago and AP styles.

Education: Ohio University, Athens, OH (1998-2003)

- MS in Journalism, Summa Cum Laude, 2003; BS in Journalism (PR Specialty), Summa Cum Laude, 2001.
- Awards: Outstanding Graduate Student, Outstanding Graduate Assistant, Top Student Paper (3 times).
- Member of Ohio University's Women's Swimming and Diving Team (Division I), 1998-2001.

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