Stephanie Massa

graphic & web designer

contact

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education

Syracuse University - College of Visual & Performing Arts
BFA in Advertising Design, May 2010 - Magna Cum Laude

experience

Web & Graphic Designer at Ascentive, LLC (May 2011 - Present)
Software Company in Philadelphia, PA

- Designed and templated HTML/CSS for Ascentive landing pages, promotional emails, websites, and display ads in the US and Japan
- Created icons, GUI templates, and creative elements for PC and mobile applications
- Statistically analyzed and redesigned software conversion funnels, leading to increased revenue and click-through and conversion rates
- Managed email campaigns, including design, HTML generation, subscriber list management and revenue and statistics analysis
- Generated relevant copy for websites, emails, and landing pages

Freelance Graphic Designer at Agency Moritz (September 2011 - 2014)
Full Service Marketing & Advertising Agency in Philadelphia, PA

- Designed logos, branding packages, signage, presentations, packaging, trade show displays, and other promotional materials for a myriad of clients
- Assisted CEO in presenting to clients, to nurture collaboration and understanding

Graphic Designer at Life Celebration (September 2011 - 2013)
Funeral Home Visual Consulting Firm in North Wales, PA

- Designed custom funeral programs, memorial brochures, and prayer cards, and compiled photo collages and DVD tributes for families of the deceased.
- Composed copy related to funeral brochures, prayer cards, and memorial materials

Lead Designer at Revenue Partners, LLC (June - October 2011)
Domain Development Company in Morrisville, PA

- Created and maintained logos and graphics for company owned domains
- Edited copy for domain name web templates, making content concise and legible
- Collaborated with Internet marketing team to initiate marketing strategies to promote each website project.

technical proficiency

- Adobe CS6: Photoshop, Illustrator, InDesign, Dreamweaver, Flash, Acrobat
- Working knowledge of HTML and CSS
- Microsoft Office - Word, Excel, & Powerpoint
- Compatible with both Mac and PC platforms