

# Sarah Beth Stiles

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sarahbethstiles.com

**Dynamic and engaging creative marketing professional** with proven success building and managing brand strategies to elevate the brand and increase followers, engagement, and influence. Recognized for building a unique brand voice, content strategy, and overall brand identity. Excels at inward and outward facing communication for brands and organization. Strong passion for the intersection of fashion, beauty, tech and sustainability.

**areas of impact:** Adobe Creative Cloud | Social Media Management | Marketing & Communications | Social Influencer Campaigns | Customer Relations | Shopify | Photography | Final Cut Pro | Microsoft Office | Google Suite | Google Analytics | Graphic Design | Leadership | Creative Strategy | Process Improvement | Brand Development

## experience

**Vogue Fashion Certificate** | Condé Nast College of Fashion & Design, London UK | **Sept-Dec '21**

Completed 10-week intensive course in London, England with coursework in fashion media, fashion marketing, and visual communication for fashion. Examined the culture and context of fashion and its evolution to today's everevolving mediascape.

- Collaborated in editorial team in the development of a new issue of British GQ
- Developed marketing strategy and business plan for fashion start-up

**Fortress & Huma Blanco** | Austin, TX | **January '20-August '21**

**Marketing & Operations Assistant**

Promoted from intern to implement and manage marketing strategies of two sister shoe companies. Served as trusted advisor and thought leader in social media channels. Enhanced brand identities through copywriting and designing email marketing campaigns. Strengthened brands' growth and community through daily engagement. Coordinated photoshoots including scouting models and styling.

- Designed and wrote email marketing campaigns, resulting in 20% increase in open rate as measured by Klaviyo
- Boosted Instagram reach by 54.1% and interactions by 32.3% during first two quarters of 2021 through creating more video content, influencer outreach, and facilitating giveaways
- Managed daily paid and organic social media including facilitating five influencer campaigns and three giveaways
- Collaborated with product and marketing teams to form creative strategy during a rebrand

**Spark Magazine** | The University of Texas at Austin | **August '17-May '21**

**Associate Creative Director**

Served in multiple leadership position for six consecutive bi-annual publications. Promoted from Director of Hair and Makeup to Associate Creative Director while being an active content creator within organization. Developed COVID-19 precautions for photoshoots and team members.

- Organized and facilitated virtual professional development event for over 75 new staff members
- Led 15 creative teams in vision definition and storytelling per issue
- Coached department directors in creating an inclusive team environment, crafting strong curriculum, and workshop facilitation strategies

**Texas Creative** | The University of Texas at Austin | **August '19-December '20**

**Art Director**

Advanced through the Texas Creative advertising sequence as an art director, a rigorous creative portfolio program that challenges students to work in pairs from conception to production of up to five real-world advertising campaigns per semester.

- Developed creative strategy and art directions and executed the creation of ten multi-platform advertising campaigns
- Brands include: Diva Cup, Dossier, Soft Paws, The Nudge, Pepto Bismol

## education

**Bachelor of Science in Advertising, University Honors** | University of Texas at Austin | **May 2021**

**Vogue Fashion Certificate** | Condé Nast College of Fashion & Design, London UK | **December 2021**