

# STEPHANIE ADAMS

📍 Erin, Ontario & Tampa, Florida • Open to Remote Opportunities

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**Portfolio:** [www.stephanieadamsdesigns.com/portfolio](http://www.stephanieadamsdesigns.com/portfolio)

**LinkedIn:** [linkedin.com/in/stephanieadams55](https://linkedin.com/in/stephanieadams55)

- GRAPHIC DESIGNER
- BRAND STRATEGIST
- DIGITAL MARKETING SPECIALIST

## PROFESSIONAL SUMMARY

Award-winning Graphic Designer and Digital Marketing Specialist with 15+ years of multidisciplinary experience across branding, web design, SEO, social media, email marketing, and digital strategy. Experienced in leading creative projects from concept to launch for agencies, startups, and established businesses across healthcare, beauty, eCommerce, and professional services industries. Combines strong visual design expertise with strategic marketing knowledge to create high-converting digital experiences, brand identities, and multi-platform campaigns.

## SELECTED ACHIEVEMENTS

- Designed 30+ websites across healthcare, beauty, eCommerce, and service-based industries
- Developed 100+ branding and marketing projects for local and international clients
- 4x Orangeville Banner Reader's Choice Award Winner for Graphic & Web Design
- Certified WIX Partner and Shopify Partner
- Experienced across branding, web design, SEO, social media, email marketing, and digital strategy

## EXPERIENCE

### **Stephanie Adams Designs** — Freelance Graphic Designer & Marketing Consultant

*Remote | January 2007 – Present*

- Founded and operated an independent graphic design and digital marketing business serving local and international clients
- Specialized in brand identity design, website design, social media management, SEO, and print/digital marketing collateral
- Managed creative direction, client communication, timelines, and project execution from concept through launch
- Developed marketing materials including packaging, presentations, signage, brochures, digital ads, and email campaigns
- Built long-term client relationships through strategic creative solutions and ongoing marketing support

### **Wild Mango Marketing** — Digital Marketing Team Leader & Graphic Designer

*Remote | March 2020 – Present*

- Lead creative strategy and design execution for a full-service digital marketing agency specializing in web design, SEO, social media management, and Google Ads
- Design and manage websites for clients across healthcare, beauty, real estate, eCommerce, and professional services industries
- Develop branding systems, digital marketing assets, social media campaigns, and SEO-focused website content
- Produce creative assets for Instagram, Facebook, TikTok, YouTube Shorts, blogs, email marketing campaigns, and digital advertising
- Collaborate with strategists, SEO specialists, and clients to improve online visibility and digital performance

### **Aplo Group** — Graphic Designer & Digital Marketing Specialist (Contract)

*Remote | January 2022 – Present*

- Create and manage email marketing campaigns aligned with brand strategy and customer engagement goals
- Assist with paid advertising campaigns across Meta and Google platforms
- Design and develop landing pages focused on conversions, user experience, and campaign performance
- Develop marketing copy and visual assets to support multi-platform digital campaigns

**Millennium1Solutions** — Associate Trainer & Claims Analyst  
Ontario, Canada | September 2016 – September 2021

- Facilitated employee onboarding & training programs
- Created instructional materials and presentations to support learning initiatives
- Developed leadership, mentoring, and communication skills through coaching responsibilities
- Adjudicated bilingual (French and English) health insurance claims

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**ADDITIONAL  
EXPERIENCE**

- Marketing Assistant (Contract) — Can Industrial
- Graphic Designer (Contract) — EB Media Solutions
- Safety & Training Administrator — RJ Vincent & Co
- Events Officer & Social Media Manager — Centre for Association Management

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**CORE SKILLS**

Brand Identity Design • Website Design • Typography & Layout Design • SEO & Website Optimization • Digital Marketing Strategy • Social Media Strategy & Content Creation • Creative Direction • Packaging Design • Email Marketing Design • Client Communication • Project Management • Team Leadership

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**SOFTWARE +  
PLATFORMS**

Adobe Creative Suite • Canva • CapCut • Figma • WIX • Shopify • WordPress • Elementor • Squarespace • Replo • Kajabi • Sendlane • Mailchimp • Klaviyo • Microsoft Office Suite

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**EDUCATION**

**Edith Cowan University** — Bachelor of Creative Industries

Major: Graphic Design | Minor: Marketing  
Perth, Australia | 2019

**University of Guelph** — International Exchange Program

Marketing Studies  
Ontario, Canada | 2016

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**PROFESSIONAL  
DEVELOPMENT**

- Certified WIX Partner
- Shopify Partner Program
- Adobe Specialist
- Instagram Strategist
- Facilitate with Impact Training Course

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**AWARDS +  
RECOGNITION**

- Platinum Winner — Best Graphic/Web Designer (2021, 2022, 2023)
  - Platinum Winner — Best Graphic Design Services (2021, 2022, 2023)
  - Gold Winner — Best Graphic/Web Designer (2020)
  - Named one of the “Rising Stars” in Graphic Design, Perth, Western Australia (2015)
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