



STACY
thrower

**Communications, Marketing,
Graphic Design, & Creative Thinking**

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stacy-thrower

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smeyer97

Recent Experience

SHESTER | SHOPSHESTER.COM AUG 2021 - PRESENT
Owner | Clothing & Graphic Designer | Web Designer

- Created the concept, brand, & the online presence of Shester.
- Designed website & conducted an SEO audit, re-researched competitors & determined strategic internet keywords.
- Analyzed, compared, & chose apparel vendors using key factors & smoothness of integration of back-end Shopify data management.
- Established social media accounts followed by regular posts & relevant commentary.
- Conducted competitive research to define Shester's unique selling proposition, pricing, & promotional strategies.
- Researched & implemented the steps needed to create shops within social media platforms such as Facebook & Instagram while also becoming a Google Shopping vendor.
- Designed merchandise mockups & produced promotional video clips for the purpose of creating a media asset inventory for website and social media use.

JASPER - COLLEGE CARE PACKAGES AUG - SEPT 2021
Freelance Graphic Artist

- Designed & developed Jasper's inaugural newsletter.
- Developed project timeline, submitted proofs, & made edits to meet client approval & deadline.
- Obtained set-up specs & coordinated printing.

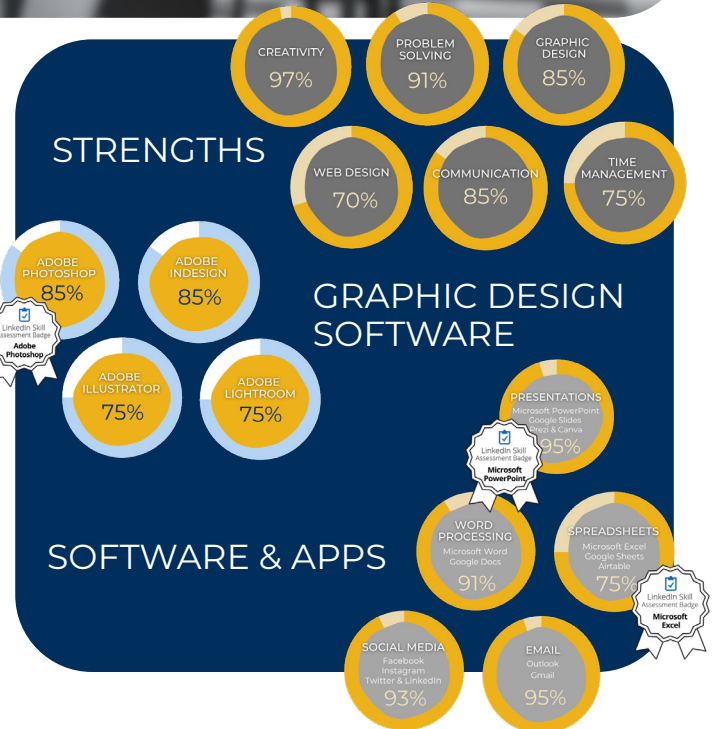
CHLOE CAPITAL - VC FIRM AUG - OCT 2021
Contract/Temp Marketing Associate

- Assisted with marketing tasks to promote & plan investor pitch event including developing event program & visual presentation materials.
- Wrote & published press releases, newsletters & social media posts.

Education

LOUISIANA STATE UNIVERSITY

Baton Rouge, Louisiana
BA in Mass Communication with focus in Advertising & additional studies in Fine Art.



Previous Experience

STACY THROWER MARKETING & COMMUNICATIONS 2003 - 2020
Freelance Graphic Artist & Photography

Devoted much time to raising family, but also designed logos as well as branding guidelines for various organizations, events, schools, and businesses.

KORNMEYER'S FURNITURE 2001 - 2003
Marketing Coordinator

- Designed all print advertising for store promotions including newspaper/magazine, direct mail.
- Partnered with outside ad agency to develop annual promotional calendar.
- Implemented co-op advertising plan agreement with vendors. Calculated & submitted ad reimbursement total.
- Coordinated all in-store promotional events including promotional pricing and making adjustments in point-of-sale system.

But Wait... **THERE'S MORE!!!**

For more details about my creative work and experience, head on over to WWW.STACYTHROWER.COM