

hayley stumbris

contact

phone

715.927.5398

e-mail

stumbrisshayley@gmail.com

location

Wisconsin

expertise

professional

- Leadership
- Teamwork
- Organization
- Creativity
- Adaptability
- Problem Solving

designer

- Adobe CC
- Microsoft Suite
- Canva
- Visual Story-Telling
- Social Media Marketing
- Print Material Design
- Web Development
- Copy Writing
- Marketing Strategy
- Brand Development

education

exhibit design intern

Discovery World / 2020

- Created logo's for STEM+ Lab and S/V Denis Sullivan Ship
- Redesigned STEM Laboratory space
- Assisted with printing and application around museum
- Collaborated closely with lead designer, education team, and maintenance team
- Adjusted to remote work during COVID19 Pandemic

design & visual communications

BFA / UW - Milwaukee / 2017 - 2020

marketing

UW - Oshkosh / 2014 - 2017

experience

graphic designer

Edgeless Beauty Group

- Designed visually compelling graphics for digital ads, print media, social media, email campaigns, and web assets
- Led the creation and seasonal distribution of promotional signage across all company locations.
- Assisted with Aveda campaign launches by managing schematics and setting up branded displays.
- Collaborated with the marketing team to conceptualize and execute creative strategies aligned with brand objectives.
- Prepared and managed marketing collateral for programs, promotions, and events, ensuring brand alignment.
- Participated in strategic planning sessions and company meetings to align design efforts with business goals.
- Managed multiple design projects concurrently, meeting strict deadlines and quality expectations.
- Organized and maintained a thorough inventory of all marketing materials and collateral.

2024 - present

marketing manager / freelancer

Sun Terrace LLC

- Developed visually compelling graphics for digital and print media, ensuring alignment with brand guidelines and retailer requirements
- Created and delivered trend presentations and marketing materials, enhancing brand image and retailer engagement
- Developed and maintained company website, ensuring brand consistency and a user friendly experience
- Collaborated with internal teams and external partners to direct and execute creative projects
- Utilized Adobe Creative Suite to produce high-quality graphics and marketing content
- Applied knowledge of color theory, composition, and web design principles to create impactful visual designs
- Stayed up-to-date with industry trends, ensuring designs were contemporary and competitive within the market

2024 - present

sales & marketing manager

Minkin Management, INC

- Directed comprehensive marketing and sales strategies to maximize revenue growth and market penetration
- Developed company website, ensuring seamless user experience and brand consistency
- Executed visually engaging graphic designs for marketing campaigns, enhancing brand visibility and appeal
- Developed compelling copy for various platforms, driving brand messaging and customer engagement
- Achieved sales targets through effective planning, relationship building, and market analysis
- Directed event and project management initiatives, delivering successful outcomes on time and within budget

2022 - 2023

digital content coordinator / specialist

iBeAuthentic

- Created and managed digital content across blogs, websites, and social media
- Directed photo shoots and ensured consistency in brand messaging
- Analyzed social media trends and campaign performance
- Curated image library and developed schedules for content deployment

2020-2022