

# STACI SEMPER

Creative Marketing Manager & Senior Graphic Designer

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*education* Parsons The New School For Design • New York • BFA, Communication Design

*skills* Adobe InDesign, Illustrator, Photoshop, Acrobat Pro • Microsoft Word, Excel, Powerpoint • Slack • Asana  
Basecamp • Monday.com • Trello • K4 • MediaGrid • Hootsuite

## CHUZE FITNESS

**CREATIVE MARKETING MANAGER** Oct 2021–Current

- Lead outside agency designers, photographer, and videographer to ensure all facets of marketing materials maintain brand identity.
- Oversee all phases of creative development from conception to completion.
- Collaborate with the marketing team to develop designs for promotional giveaways, sales, and events.

## ROCK CHURCH

**SENIOR GRAPHIC DESIGNER** July 2018–Sept 2021

- Closely worked with the Art Director to create branded material such as: rave cards, apparel, interior design, large-scale outdoor signage, digital designs for video, e-blasts, brochures, workbooks, journals, and more.
- Pioneered the creation of a brand identity for the Freedom Center, a non-profit housing facility for sex-trafficking survivors, developed by Rock Church.

## CASUAL FRIDAYS

**LEAD GRAPHIC DESIGNER** April 2015–June 2018

**FREELANCE GRAPHIC DESIGNER** 2013–2015

- Developed brand collateral for clients: styleguide, moodboard, color scheme, fonts, example concepts.
- Simultaneously designed and managed a designer.
- Engaged with users on Facebook and Instagram, responding to questions under the client's account.

## ALTERNATIVE STRATEGIES

**GRAPHIC DESIGNER** July 2013–Feb 2015

- Created print and social media graphics utilizing client branded styleguides with tight deadlines.
- Managed and taught design interns.
- Assisted in all facets of branding campaigns including: name/logo development, advertisement strategy, brand analysis, and presentation.

## SAN DIEGO UNION TRIBUNE

**FEATURES DESIGNER** Nov 2012–July 2013

- Designed pages and managed the production process (edit to print) for their weekly magazine, Night+Day.
- Regular team collaboration and brainstorming.
- Responsible for designing various sections of the newspaper while working with strict deadlines.

## NEW YORK MAGAZINE

SPECIAL EDITION WEDDINGS & DESIGN HUNTING

**FREELANCE JUNIOR PRODUCTION DESIGNER**

Jan–April 2012 • July–Sept 2012

- Responsible for executing approximately one-third of the magazine's layout designs.
- Managed production: circulated photo options for selection, worked with the photo retouching team, and routed layout designs for print approval.
- Collaborated with the advertisement team to determine ad placement options.
- Participated in photo discussions and selections, presented critiques, and mocked-up presentations.

## SHAPE MAGAZINE

**CONTRACT FREELANCE DESIGNER** June 2012

- Page layout design, mostly templated work.

## PREVENTION MAGAZINE

**CONTRACT FREELANCE DESIGNER** May–June 2012

- Page layout design, mostly templated work.

## LIFE & STYLE MAGAZINE

**FREELANCE PHOTO EDITOR** Sept 2011–Dec 2011

- Selected photos and negotiated with photography agents to achieve the best price possible.
- Prepared usage reports for photography agents.
- Transcribed interviews for editors.