

STEF BOONE

SUMMARY

- Developed marketing materials, branding guides, and communication campaigns for internal and external purposes. Provided marketing updates and distributed changes to the appropriate teams
- Experienced Project Manager, proficient with managing deliverables, scope, resources, and timelines across multidisciplinary projects simultaneously
- Extensive experience managing photography and video productions from start to completion as well as experience serving as a designer, programmer and marketer in various client facing roles
- Entrepreneurial minded with a “can-do” attitude and always finding ways to go bigger and better
- Outgoing collaborator who thrives in fast-paced environments and has a strong sense of humor, as well as excellent verbal and written communication skills

RELEVANT EXPERIENCE

- 2019 to 2020** **Product Content Curator, *WorkWave***
- Manage, migrate and publish documentation on our Salesforce Knowledge Base
 - Collaborate with customer support teams to identify gaps in documentation and gather user feedback on areas that may require improvement
 - Develop reusable coded templates for documentation
 - Audit existing documentation and educational videos as well as contribute to the process of creating new documentation, walk-through guides, and supporting material anticipating our user's needs
 - Ensure online documentation complies with corporate brand standards and web style guide
- 2019 to 2019** **Web Marketing Manager, *Central Park Conservancy***
- Coded and performed QA on all emails for company wide events and news using Litmus
 - Owned the end to end production of email creation and website updates for our Campaign Launches including editing photo layout mock-ups to make them more engaging
 - Created internal newsletters to inform park employees of company events and news
 - Edited copy for external emails, blog posts and internal newsletters
 - Updated website with newly built pages for events, blog posts, press releases as well as build the ticketing pages using Luminato
 - Provided web maintenance and bug fixes for tickets submitted through Spiceworks
 - Maintained spreadsheets with weekly email metrics and analytics
- 2017 to present** **Program Manager, *The Art of Brooklyn Film Festival***
- Created upgraded systems to manage film festival logistics
 - Recruit, train and manage all of the volunteer staff
 - Improved ticket distribution system for VIPs and guests, creating a streamlined process to enhance the festival experience
 - Ensure our websites have accurate information about selected films and showings, making the appropriate changes and updates as necessary
 - Collaborate with our Technical Director to ensure audio and visual standards are upheld by distributing people and resources as necessary
 - Serve as a go-to resource for filmmakers, judges and staff and managing communication between the festival and all participants including stakeholders

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2015 to 2017 **Marketing Project Manager, The Sweet Construction Group**

- Designed and developed unique marketing materials by creating content and graphics for print and web
- Created innovative presentations with original material for pitch meetings and bid proposals - securing small and medium scale projects while also eagerly taking on larger projects upwards of \$70M
- Managed all internal and external newsletters and social media outlets
- Coordinated across multiple departments to help facilitate large company initiatives
- Involved in multiple photography tasks including finish photography of high-profile projects as well as shot active construction sites and maintained the photo archive
- Developed, designed and maintained a newly launched company website on a custom CMS

2007 to present **Creative and Design Consultant, Photo | Web | Film | Design Clients**

- Partnered with a Senior Developer to build an app using React.js, Redux and Node.js
- Managed Production Assistants on various film sets while communicating across various teams to ensure schedules were on track, deadlines were met and all of the departments were informed
- Produced, filmed and edited several promotional videos for a tech company
- Collaborated on a four-part mini-series including writing, casting, location scouting, cinematography, foley and editing for the BBC in the UK
- Shot professional standard images for websites, catalogs and other media - which often included designing marketing material with the photographs
- Provided branding and logo design for several small businesses
- Create custom website designs and builds, then perform updates and on-going maintenance for a few clients

SKILLS

- Content Creation
- Communications
- Brand Development
- Product Management
- Responsive Web Design
- Technical/UX Writing
- Sketch
- JIRA
- React.js
- Javascript
- HTML/CSS
- Asana, Trello (PM tools)
- Agile Workflows
- Pitching & Presenting
- Proofreading & Editing
- Google Optimize
- Screenwriting
- Storyboarding
- User Research
- Google Tools (Sheets, Docs, Etc)
- Google Analytics
- Product Styling
- Final Cut Pro
- Pendo
- Leadership
- Cross Functional Collaboration
- Social Media Management & Marketing
- UX/UI Design
- AWS
- Microsoft Office + Sharepoint
- Adobe Creative Suite
- Writing & Blogging
- Prototyping & Wireframing

EDUCATION

MA in Film Production | University of Salford
BFA in Photography | California College of the Arts

ACCOMPLISHMENTS

CreateNYC: Leadership Accelerator | CUNY
Product Management Bootcamp | General Assembly
Web Development Immersive | General Assembly
User Experience Bootcamp | General Assembly