



Stacy Blaylock

COMMUNICATIONS
PROFESSIONAL

PROFILE

Innovative communications professional with proven experience in social media development, small business marketing, content creation, team development, process improvement, quality control, and client services

CONTACT

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SKILLS

INDESIGN



ILLUSTRATOR



WORDPRESS



WORK EXPERIENCE

COMMUNICATIONS DIRECTOR @ DAVE'S HEALTH & NUTRITION

March 2013 - Present

Develops, coordinates, and executes inbound and outbound communications. Increased email subscribers by 165% and social media followers by 45% as well as implemented systems to measure positive return on investment. Audited, designed, and developed www.daveshealth.com, leading to an increase in traffic and customer engagement. Organizes and promotes monthly classes using self-designed tracking systems. Created and implemented comprehensive training module for new Team Members.

FREELANCE CONSULTANT

October 2012 - Present

Specializes in supporting health practitioners with branding and marketing development including logo design, label design, social media strategy, and website design. Clients include a yoga studio, kombucha brewer, and supplement developer.

MANAGER @ YOGA CENTRAL

January 2012 - March 2013

Developed and maintained social media, blog, and email newsletter for enhanced studio web presence. Supervised and trained volunteers in front desk operations and customer service.

DIVERSECITY WRITING SERIES COORDINATOR @ SLCC COMMUNITY WRITING CENTER

March 2011 - November 2011

Assisted writers from multiple socioeconomic and educational backgrounds in expressing themselves through personal, practical, and civic writing. Communicated and coordinated with 30 Writing Group Mentors to ensure quality service to writers.

EDUCATION

MASTER OF STRATEGIC COMMUNICATIONS @ WESTMINSTER COLLEGE

August 2016 - Present

Current individual and group studies build skills in branding strategy, visual identity design, crisis communications, rhetorical analysis, and client relations.

BACHELOR OF ARTS IN ENGLISH @ WESTMINSTER COLLEGE

August 2007 - December 2010

Graduated Magna cum laude. Enthusiastic student activist, raising over \$30,000 for the Rape Recovery Center in three years by coordinating The Vagina Monologues and developing skills in event print and digital promotion, volunteer management, and organizational collaboration.