

STEPHANIE S. KOELKER

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PROFILE

In-house marketing specialist with six years of experience in creating and executing digital designs, as well as, implementing marketing and branding solutions.

EDUCATION

Master of Professional Communication

Florida State University

Master of Architecture

University of Colorado Denver

B.S. in Architecture

Catholic University of America

SKILLS

Adobe Suite (Ai, Id, Ps, Pr, Ae)

Drupal

Mac OS & PC

HTML/ CSS

Procreate

AFFILIATIONS

Leadership Tompkins

ToCo Design Rally

SMPS Upstate New York

JVC Northwest

HOBBIES

Skiing, Hiking, Crafting

Kayaking, Painting

EXPERIENCE

Marketing Specialist

BCA Architects & Engineers

April 2024-present

- Streamlined project workflows by organizing and maintaining the company's Data Asset Management system, improving access and brand consistency for 110 projects
- Designed templates that reduced proposal development time by 20%, increasing team efficiency
- Produced print and digital collateral that supported project proposals and new business wins

Senior Graphic Designer & Marketing Specialist

Florida State University College of Medicine

August 2023-April 2024

- Advanced college-wide communications by collaborating with the Department of Communications and Alumni Relations on integrated marketing initiatives
- Produced high-impact multimedia content for events and outreach campaigns, contributing to stronger student and alumni engagement
- Led the design of the annual College of Medicine Report distributed to 5,000+ alumni and donors, strengthening institutional visibility
- Enhanced brand visibility and consistency through innovative digital and print materials
- Ensured quality and brand alignment by reviewing and refining marketing materials with the Production Manager

Graphic Designer & Media Specialist

Florida State University College of Medicine

September 2019-August 2023

- Built and curated a creative asset library, providing departments with resources that improved design efficiency and cohesion
- Delivered professional-quality artwork to vendors, ensuring accuracy and brand alignment in print productions
- Partnered with the video production team to create digital assets that increased the impact of campaigns and student events
- Designed and coded HTML emails and schedules, improving communication for events and monthly newsletters
- Photographed 200+ students and 50+ events, providing a robust archive for marketing and recruitment materials

Intern Architect

Hoy+Stark Architects

September 2016- August 2019

- Contributed to client satisfaction by preparing design boards that clearly communicated interior palettes and finishes
- Produced preliminary designs and construction documents that supported project approvals and timely execution
- Strengthened client presentations by assisting principals with visuals and documentation, helping to secure project buy-in