

Steph Hay

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Summary of Qualifications

- Positive, organized thinker—with specialties in content creation and web user experience—who conceives and manages communications initiatives that achieve organizational goals.
- More than seven years of proven management abilities leading and collaborating in non-profit and for-profit environments spanning higher education, consulting firms, and online media companies.

Experience

Director of Digital Strategies, Tellenger, Inc., Vienna, VA (06/2009-06/2010)

Grew the non-profit division by leading business development activities, authoring feasibility white papers, project managing client engagements, and writing contracts and optimized web content. Also:

- Independently identified, engaged, and delivered communications solutions for eight clients (at more than \$500k in potential revenue) in 10 months of outreach and project management efforts.
- Spearheaded the redesign and re-branding of clients' websites; created wireframes and sitemaps, wrote content, oversaw freelance designers and developers, and established social media presences.

Web Project Manager/Copywriter, Viget Labs, Falls Church, VA, and Durham, NC (02/2007-06/2009)

Grew Viget's profits and esteem by leading consulting engagements with clients in small marketing projects through custom software application development efforts. Also:

- Expertly project managed requirements gathering, budgets, and deliverables for 20 clients while closing more than \$100k in revenue via ongoing maintenance and feature development contracts.
- Led the redesign of the corporate website; created wireframes and sitemaps, wrote copy, directed photos, and collaborated with designers to ensure usability and ongoing blog strategy.

Editor, NBC Universal Sports (World Championship Sports Network), Bethesda, MD, (08/2006-02/2007)

Directed homepage editorial content, wrote headlines, edited features, and generated Olympic sport-specific stories for major traffic leads in association with managing editor. Also:

- Wrote, managed, and published content in consult with technology team at Major League Baseball.
- Trained new staff on editorial guidelines and proprietary content management system.

Communications and Web Coordinator, George Mason University, Fairfax, VA, (11/2003-08/2006)

For the College of Arts and Sciences, wrote alumni-focused marketing and solicitation materials, speeches for the dean (including his 2006 commencement address), and internal communications. Also:

- Organized, promoted, and participated in alumni events such as homecoming, annual "Fall for the Book" book celebration, alumni night at sporting events, and department-specific fundraisers.
- Established, contributed to, and circulated a weekly e-newsletter to more than 1,000 recipients to encourage alumni engagement and faculty research cross-collaboration.

Additional Experience & Technology Snapshot

- Volunteer editor and writer for *FullBleed*, the Art Director Club of Metro Washington's online magazine.
- Volunteer marketing and website working group lead for 2010 TEDxPotomac conference.
- Proficient in MS Office, CMS platforms, social media, email marketing, HTML, Chicago and AP styles.
- Former advocacy and media experiences with Appalachia Reads! (2002); Safe Communities & Schools Coalition (2001); Ohio University Swimming & Diving Team (1999-2000); *The Post* at Ohio University (2000), *The Columbus Dispatch* (1999), and *The Advertiser-Tribune* (1997-98).

Education - Ohio University, Athens, OH (1998-2003)

- MS in Journalism, Summa Cum Laude, 2003.
- BS in Journalism (PR Specialty), Summa Cum Laude, 2001.
- Awards: Outstanding Graduate Student, Outstanding Graduate Assistant, Top Student Paper (3 times).
- Member of Ohio University's Women's Swimming and Diving Team (Division I), 1998-2001.