

Stefan P. Berg

Strategist and storyteller with experience working with brands including Uber and Bayer. Driven to establish intimate relationships between brands and their audiences and stakeholders, I seek to understand the future and the bigger picture with great creativity and the ability to come up with peaceful resolutions and original ideas.

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517-898-8704
Brooklyn, NY

EDUCATION

School of Visual Arts

Masters in Branding

This program, chaired by Debbie Millman, addresses diverse branding strategies including brand development life cycles, semiotics and visual communication, cultural anthropology, trend forecasting, economics, behavioral psychology, brand management and design.

August 2020
New York, NY

Honors Program

University of Michigan

MicroMasters Certificate in UX Research & Design

Developed skills required to design interactive products that solve real-world problems.

August 2019
edX

Oberlin College

BA in Cinema Studies

Interdisciplinary program that advanced skills in reading, writing, editing, critical thinking, and understanding trends in modern media and technology. Additional semester abroad at SACI Florence and Company Management internship at Story Pirates Los Angeles.

May 2013
Oberlin, OH

Minor in Studio Art

EXPERIENCE

SoundFlower.Life – Sonic Meditation Studio

Business Operations Manager and Marketing Coordinator

Established brand style guidelines, executed competitor and customer insights analysis, assisted with product development, pricing and new product launches, developed business growth strategies and planned media actions including writing, proofreading and editing.

Sept. 2019 – Sept. 2020
New York, NY

Sidwell Friends School

High School Coach, Middle School Teacher, and Administrative Assistant

Displayed adaptability, flexibility, patience, resilience, resourcefulness, perceptiveness, good judgement, consistency, diligence and attention to detail under pressure while interacting with different levels of management, students of all ages and the broader school community.

Feb. 2015 – Aug. 2019
Washington, D.C.

Guggenheim Productions, Inc.

Production Assistant

Assisted with interview preparation and transcription, helped manage production workflows and coordinated asset organization and management across multiple storage volumes.

Apr. 2016 – Dec. 2016
Washington, D.C.

SKILLS

Branding

Creative Ideation, Research, Trend Analysis, Collaboration, Strategy, Presentation Development and Design, Storytelling, Pitching, Public Speaking, Brand Guidelines

Writing

Copy Editing, Report Writing, Content Management, Feedback Gathering, Client Coordination, Interpersonal Communication and Email Writing, Note Taking

Technical

Adobe Photoshop, Microsoft Office, Google Drive, Keynote, Slack, WordPress, HTML, Social Media platforms, OTT platforms, Adobe Premiere, Final Cut Pro