

Stefan P. Berg

Enthusiastic storyteller and strategist with 5+ years of creative and marketing experience including work with brands including Uber and Bayer. Seeking to leverage deep presentation-based storytelling experience and business growth expertise to develop data-supported strategic branding initiatives.

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(517) 898-8704
Brooklyn, NY

EDUCATION

SCHOOL OF VISUAL ARTS

New York, NY

Masters in Branding

August 2020

- Developed an understanding of diverse branding strategies including brand development life cycles, semiotics and visual communication, cultural anthropology, trend forecasting, economics, behavioral psychology, brand management and design.
- Created brand elevation and business development recommendations for The Writers Lab NYC for program's Honors Project.
- Produced a guidebook of best practices and case studies to enable brands to form more intimate relationships with constituents for master's thesis.

UNIVERSITY OF MICHIGAN

edX

MicroMasters Certificate in UX Research & Design

August 2019

- Focused on knowledge of design principles, and creative insights to ensure that the end-product of the development process addresses critical user needs, meets business goals, and delivers a great experience.
- Completed a Heuristic Evaluation, Final Prototype, and User Test Design for social sports wagering application.

OBERLIN COLLEGE

Oberlin, OH

Bachelor of Arts, Cinema Studies (Minor in Studio Art)

May 2013

- Interdisciplinary focus on reading, writing, editing, critical thinking, and understanding trends in modern media and technology.

EXPERIENCE

SOUNDFLOWER.LIFE – SONIC MEDITATION STUDIO

New York, NY

Business Operations Manager and Marketing Coordinator

Sept. 2019 – Sept. 2020

- Interfaced regularly with senior stakeholders, acted as a liaison in communications with corporate partners, and coordinated digital marketing operations for 10+ monthly campaigns across email, web, and social media for an emerging startup.
- Developed and directed business growth strategies resulting in a 200% increase in new clients with an 80% customer retention rate over the first three months.
- Established brand style guidelines for web, social media, and marketing materials and created business profiles across social platforms including Facebook, Instagram, YouTube, and Yelp.

SIDWELL FRIENDS SCHOOL

Washington, D.C.

High School Coach, Middle School Teacher, and Administrative Assistant

Feb. 2015 – Aug. 2019

- Refined abilities to maintain student engagement, resolve conflicts, and communicate abstract ideas to instill a desire to learn.
- Supported student engagement by designing and executing lesson plans on short notice to maintain educational timelines.
- Implemented curriculum for digital video, photoshop, and computer programming courses for over 200 students.
- Managed and mentored students' athletic development in team settings through clear objectives and goals.

GUGGENHEIM PRODUCTIONS, INC.

Washington, D.C.

Production Assistant

April 2016 – Dec. 2016

- Gained understanding of field shoots, scheduled and participated in production meetings and bookings for shoots, and coordinated asset organization and management.
- Prepared questions for and completed transcriptions of interviews in the development of *For the Love of Nature*, a documentary short film celebrating the 25th anniversary of The Environmental Film Festival in the Nation's Capital.

CENTER FOR EFFECTIVE GOVERNMENT

Washington, D.C.

Communications Internship

Aug. 2014 – Dec. 2014

- Edited, uploaded, and managed the YouTube channel for the Witness Wednesdays unemployed advocacy campaign.

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