



Portfolio: srsteadman.com
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About Me

Graphic Designer and Social Media Manager with six years experience creating marketing materials and managing social media in higher education, business, and non-profit settings.

Education

B.S., Graphic Design
Milligan College 2019

Studio Arts College
International Florence, Italy 2018

Skills

Print Design
Social Media Marketing
Typography
Branding & Identity
Photography
Email Design
Editing Written Content
Video Editing
Website Maintenance

Technology Skills

Adobe Creative Suite
InDesign, Illustrator, Lightroom, CameraRaw, Photoshop, Premiere Pro
Social Media Management Software
Sprout Social & Meta Business Suite
Kindle Create
Wordpress
Mailchimp
Microsoft Office Suite
Word, Excel, & Powerpoint

Work Experience

Writer & Graphic Designer | Christian Medical & Dental Associations **10.7.24 - 2.5.26**

- Developed and designed print promotional pieces for CMDA's ministries from ideation to final deliverable
- Created branding and print materials for 2026 CMDA National Convention
- Collaborated across departments to ensure all projects aligned with CMDA's branding and messaging
- Updated branding and ensured that all CMDA logos had the correct trademark
- Edited written content to align with CMDA's voice

Social Media Marketing Associate | Johnny's Shoe Store **12.7.23 - 9.28.24**

- Created impactful content for Facebook which resulted in the reach increasing by 10.9%, followers increasing by 18.6%, and the engagement increasing by 69.6%

Director of Social Media | Lincoln Memorial University **3.28.22 - 11.15.23**

- Coordinated and posted regularly on University's Facebook, Instagram, TikTok, X, and LinkedIn to ensure consistent messaging
- Created impactful content which resulted in the overall engagement increasing by 17.8%, engagement rate increasing by 54.2%, and the audience growing by 180.2% across all platforms
- Ensured that social media projects were aligned with and supported the University's strategic plan and mission
- Suggested best practices and campaigns for various departments on campus when necessary
- Researched trends and topics and applied them to LMU's social media strategy
- Completed and implemented Social Media Guidelines for LMU and Social Media Account Request Form

Junior Graphic Designer | GreenTech Environmental **2.1.21 - 12.6.21**

- Assisted in updating the company's brand by creating a typeface for their new logo
- Developed a company branding guide for a new product launch
- Designed social media graphics
- Photographed products for placement in lifestyle images
- As a freelance designer, I designed online and print marketing materials