

# Stephanie Ellis Schlaifer

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## skills & expertise

- expert writing + editing
- concepting + research + development
- marketing + branding
- long- + short-form writing
- writing for diverse audiences + styles, from technical to humorous
- creative direction + strategy
- video scripts
- project management
- social media management
- light design work + photography

**Proficiencies:** Microsoft Office, Adobe Creative Suite, Drupal/WordPress/Economy, plus HTML + markdown, photography, basic video editing, and mad organization skills

## experience

### Communications Strategist, 2016-Present

*Sam Fox School of Design & Visual Arts at Washington University in St. Louis*

Apply my extensive knowledge of art & design fields to develop promotional materials and marketing/brand strategy for all internal and external communications for the School. I began as a contractor in 2015, was hired as the full-time communications coordinator in 2017, promoted to communications specialist 2019, and was promoted again to communications strategist in October, 2021.

#### Primary duties include:

- Digital + print marketing/branding strategy
- Creative direction + concepting
- Writing and editing for a wide variety of applications and audiences: from academic to institutional to humorous to poetic
- Web content
- Project management
- Social media management
- Advertising development

### Freelance Writer, Editor, + Creative, 2000-Present

Provide creative services to businesses, organizations, and individuals across diverse industries. Projects include promotional/marketing materials, video scripts, website copy, catalog copy, creative concepts, email marketing, creative development, grant writing, professional bios, and art criticism.

#### Select Client Work:

- Caleres (shoes.com)
- Contemporary Art Museum St. Louis
- CPI Corp.
- Crow Industrial Holdings
- Build-A-Bear
- Rockefeller Group
- A.G. Edwards
- StoryTrack
- Alexander Manufacturing
- Soft Surroundings
- Washington University in St. Louis
- Corporate Express
- Island Press

### Adjunct Lecturer and Visiting Writer, 2004-5

*Washington University in St. Louis*

Instructor of record for Writing 1 and English Composition in the Summer Scholars program. Served as a visiting poet in Writing 1 classrooms.

### Graduate Teaching Assistant, 2001-3

*University of Iowa*

Instructor of record for Intro to Rhetoric (first-year composition & argumentation) and Intro to Poetry Writing, an evening course for traditional and returning students).

## education

MFA English (Poetry). **University of Iowa, Writers' Workshop**, 2001-2003

Dual Degree: BA English, BFA Art. **Washington University in Saint Louis**, 1995-1999

## publications

### books

*Well Waiting Room*, a full-length poetry collection, Fordham University Press, 2021

*The Cloud Lasso*, a picture book, Penny Candy Books, 2019

*Cleavemark*, a full-length poetry collection, BOAAT Press, 2016

*Strangers with a Lifeboat*, a chapbook illustrated by Jeff Pike, Virginia Arts of the Book Center, 2014

### poems + art + criticism

My work has been published in over 50 journals and anthologies, including:

**AGNI**

**Best New Poets 2015**

**Bomb Magazine**

**Bennington Review**

**The Bitter Southerner**

**Columbia: A Journal**

**Fence**

**Georgia Review** \*nominated for Pushcart

**Harvard Review**

**Iowa Review**

The **Poetry Foundation** site

**The Wilson Quarterly**

### related professional activities

#### **Manuscript Reader, Poetic Justice Institute, Fordham University Press, 2020**

Assist with the manuscript screening and selection for a publication award given for a book-length collection of poems.

#### **Staff Reader, Tupelo Press, spring 2017**

Assist with the manuscript screening and selection for the Berkshire Prize, a publication award given for a first or second book-length collection of poems.

#### **Visiting Writer, University of Missouri-St. Louis, spring 2017**

Solo reading & class visit with professor Steve Schreiner's Graduate Poetry Workshop

#### **Greyfriar Writer-in-Residence, Siena College, fall 2016**

As part of Siena College's Living Literature Series, conducted class visits, delivered a craft talk on hybrid practice and ekphrasis, and gave a public reading over the course of a three-day visit.

#### **Olive Boulevard Beautification Committee, 2015-2018**

Served as a member of this municipal task force created by the University City Department of Community Development. Helped to develop and implement creative strategies for community benefit and engagement, as well as economic development.

#### **University City Arts & Letters Commission, 2014-2018**

Served as a member of this government body that oversees the planning and development of arts and literary events in the city, including the University City Public Art Series.

#### **Co-Curator, Observable Readings Series, 2013-2015**

Select and invite 18 local and national poets of note to read in this celebrated monthly series sponsored by the St. Louis Poetry Center. Assist with travel arrangements, fundraising, marketing & promotion, etc.