

Stephanie Ellis Schlaifer

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skills & expertise

- expert writing + editing
- concepting + research + development
- marketing + branding
- long- + short-form writing
- creative direction + strategy
- digital content + SEO
- video scripts
- project management
- social media management

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

experience

Freelance Writer, Editor, and Creative, 2003-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.
- Basler Electric
- Crow Industrial Holdings
- Build-A-Bear
- Rockefeller Group
- A.G. Edwards
- StoryTrack
- Alexander Manufacturing
- UniGroup
- Soft Surroundings
- Washington University in St. Louis
- Corporate Express
- Island Press
- Meds and Food for Kids

Communications Strategist, 2016-2022

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

Led the creative development of all promotional materials and marketing/brand strategy for the school's internal and external communications. Developed three new major program viewbooks, oversaw the social media strategy, and was a key constituent in the overhaul of the school's website from 2021-22. Spearheaded a new research dissemination strategy, working closely with the communications director, program directors, and deans. Created content for a wide variety of audiences and occasions: news articles, holiday cards, brochures, web, social, and email campaigns. Began as a contractor in 2015, and was promoted in 2017, 2019, and 2021. Fulfilled the duties of the director when she was on leave and following her departure from her position.

Primary duties included:

- Marketing + branding strategy
- Creative direction + concepting
- Project management
- Marketing emails
- Special events/Development communications + swag
- Digital content development: articles, web copy, web layout
- Writing & editing
- Viewbooks + brochures
- Social media management
- Digital ads

experience, cont.

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.

related professional activities

Olive Boulevard Beautification Committee, 2015-2018; 2023-present

Serve as a member of this municipal task force originally created by the University City Department of Community Development. Help to develop and implement creative strategies for community benefit and engagement, as well as economic development, including bus stop enhancements and public art projects.

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.

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.

select publications

books

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

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

select publications, cont.

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

journals

My poems, art, and criticism have 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

education

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

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