

Stephanie Ellis Schlaifer

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professional summary

Nimble and creative copywriter and editor with 10+ years of experience in print and digital content development, script-writing, marketing strategy, and project management. An idea machine with a keen eye who can capture a brand voice and captivate an audience with eloquence, efficiency, and wit—whatever the occasion demands.

education

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

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

experience

Freelance Writer, Editor, and Creative Consultant, ongoing since 2005

Provide strategic creative services to corporations, non-profit organizations, and creative agencies across diverse industries. Projects include promotional and marketing materials, digital content development, blogs, marketing video scripts, grant writing, and press releases. Able to quickly adapt to new brand styles, audiences, and subject matter to craft engaging and dynamic content around culture, science, and industry.

Select Client Work:

- Washington University in St. Louis
- Caleres (shoes.com)
- CPI Corp.
- Basler Electric
- Crow Industrial Holdings
- St. Charles Community College
- Alexander Manufacturing
- United Van Lines
- Contemporary Art Museum St. Louis
- Build-A-Bear
- Rockefeller Group
- A.G. Edwards
- StoryTrack
- Mayflower
- Soft Surroundings
- Corporate Express

Communications Strategist, 2016-2022

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

Led the creative development of all promotional materials and helped define the marketing/brand strategy for the school's internal and external communications. Oversaw social media strategy and served as a key constituent in the overhaul of the school's website. Spearheaded a new research dissemination strategy and led the creative development of three new program viewbooks. Increased recruitment numbers and quality of applicant pool. Began as a contractor in 2015 and was promoted in 2017, 2019, and 2021.

Primary duties included:

- Marketing + branding strategy
- Creative direction + conceptualing
- Project management
- Email campaigns
- Special events + swag
- Digital content development
- Writing & editing
- Viewbooks + brochures
- Social media management

Proficiencies: Microsoft Office, Adobe Creative Suite, Drupal, WordPress, Economy, Omni

Adjunct Lecturer and Visiting Writer, 2004-5

Washington University in St. Louis

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

related professional activities**Manuscript Reader, Poetic Justice Institute, Fordham University Press, 2020**

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

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, engagement, and economic development, including bus stop enhancements and public art projects.

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.

Staff Reader, Tupelo Press, spring 2017

Assisted 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

Conducted a class visit and delivered a solo reading.

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

As part of Siena College's Living Literature Series, conducted class visits, presented a craft talk, and gave a public reading.

Co-Curator, Observable Readings Series, 2013-2015

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

Animal House, 2012-2015

Assisted with the care, cuddling, and social promos for the kitties of this no-kill, Saint Louis-based animal shelter. Succumbed to the cuteness by adopting two redheads — Gus, a cocky short-hair, and Roman, a butter-footed luck dragon with a luxurious coat.

publications

I am the author of *Well Waiting Room* (Fordham University Press, 2021), *The Cloud Lasso* (Penny Candy Books, 2019), and *Cleavemark* (BOAAT Press, 2016). My work has been published in over 50 journals and anthologies, including *Best New Poets*, the *Harvard Review*, *Georgia Review*, and *Ploughshares*, and I was awarded an individual artist support grant from the Saint Louis Regional Art Commission as well as residencies at Ragdale and Willapa Bay AIR.