

STEPHANIE VANCOURT

Advertising & Digital Marketing Student

Driven student who has entrepreneurial desires. Eager to learn while earning a degree at Gaylord College of Journalism and Mass Communication at The University of Oklahoma.

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EXPERIENCE

Lindsey + Asp Advertising Agency/ Norman, OK **August 2023-Present**

Digital Director

- Manage the scheduling and posting on all social media accounts and maintain the website.
- Collaborate with the account leads and the creative department to develop digital strategies.
- Oversee the digital department and communicate deadlines.

Mandalinci Group LLC/ The Woodlands, TX **June 2023-Present**

Marketing Director

- Manage social media platforms for three WellBiz Brands independent franchises.
- Develop strategies to attract new clients into a new WellBiz franchise brand.

Lindsey + Asp Advertising Agency/ Norman, OK **January 2023-May 2023**

Creative Department

- Created content in collaboration with OU Admissions and Recruitment.
- Used direct communication with my team to produce high-quality content.

EXTRA-CURRICULAR ACTIVITIES

Gamma Phi Beta Sorority / Norman, OK **August 2020-Present**

Member and Internal Social Chair

- Coordinated social events for approximately 400-600 guests.
- Used creative abilities to connect multiple components to create a unified event.

OU Campus Activities Council / Family Weekend **December 2020-May 2022**

Executive Committee of Sponsorship/Public Relations

- Contacted hundreds of local businesses to find potential sponsors for the events.
- Created graphics and content to promote events.

SKILLS

- Bilingual: Spanish/English
- Website & Graphic Design
- Leadership
- Sprout Social
- Creative concepting
- Communication
- Adobe Creative Cloud
- Problem-solving
- Brand Strategy

EDUCATION

The University of Oklahoma **Expected-May 2024**

Bachelor of Arts, Major in Advertising, Minor in Digital Marketing

GPA / 3.7

Honors / Dean's Honor Roll / President's Honor Roll **Fall 2020-May 2023**