### STEFANIECLEGG



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### Graphic designer/web developer with 20+ years experience.

Collaborated with diverse organizations, including non-profits and professional associations, to deliver innovative designs from concept and project management through to final implementation.

Additional design experience includes logo and brand identity, website design and development, social assets, event planning, marketing and promotions, corporate reports, email campaigns, apparel, tradeshows and signage.

## EDUCATION

### THE UNIVERSITY OF TEXAS AT AUSTIN

Bachelor of Science in Advertising, May 2000 Concentration: Creative Sequence



## KNOWLEDGE & SKILLS

Graphic Design · Web Design & Development · Marketing Communications · Email Marketing · Adobe Creative Suite · Application Software Providers (ASP) · Content Management Systems (CMS) · Search Engine Optimization (SEO) · Analytic Applications

## Politicative

### TDA MEETING

Designed comprehensive marketing campaign for annual conference including design and build of website, blast emails, social media as well as 60+ page preliminary program and event signage.

### TDA SMILES FOUNDATION >>

Created unique logos and cohesive brand families for TDA Smiles Foundation. Redesigned website and created signage and promotional material.



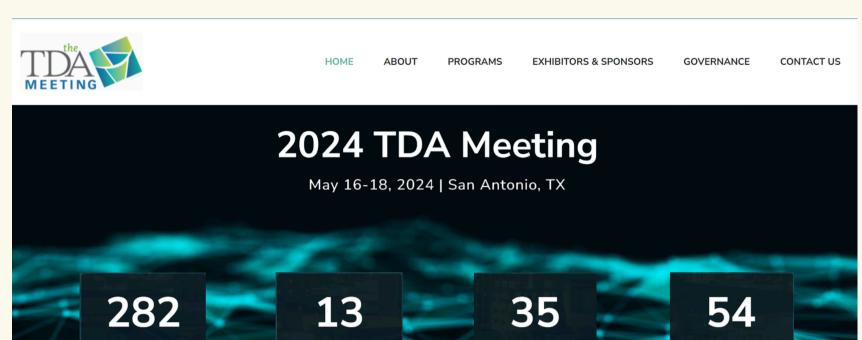






PRELIMINARY PROGRAM WEBSITE SIGANGE





WEBSITE



If you are looking for a quick snack or a nice dining experience, you do not have to go far. We welcome you to sit and relax in between events or sessions at one of our three onsite dining locations throughout the Henry B. González Convention Center. Each location has items deliciously prepared by the highly acclaimed The RK Culinary Group.



BROKEN CRUST CAFÉ
Broken Crust features gourmet pizza
prepared in our on-site wood burning
oven as well as fresh salads,
sandwiches, and other seasonal dishes.



MARKET CAFÉ
The Market Café is conveniently located in the Main Lobby. Stop here to get coffee, snacks, and meals on your way into the Convention Center. You can also easily access the Market Café from any of the Exhibit Hall entrances.



EL PUENTE CAFÉ
The El Puente Café is located in the
West Lobby bridge overlooking the
River Walk. It also offers coffee,
snacks, and meals. Enjoy your snack
as you look out onto the River Walk
through our floor to ceiling windows.

**PROMO** 

Seconds

### PRE-REGISTRATION ENDS MARCH 31



**BANNERS** 









SIGANGE

**SOCIAL MEDIA** 

## Manpaigns 1

### TDA MEMBERSHIP

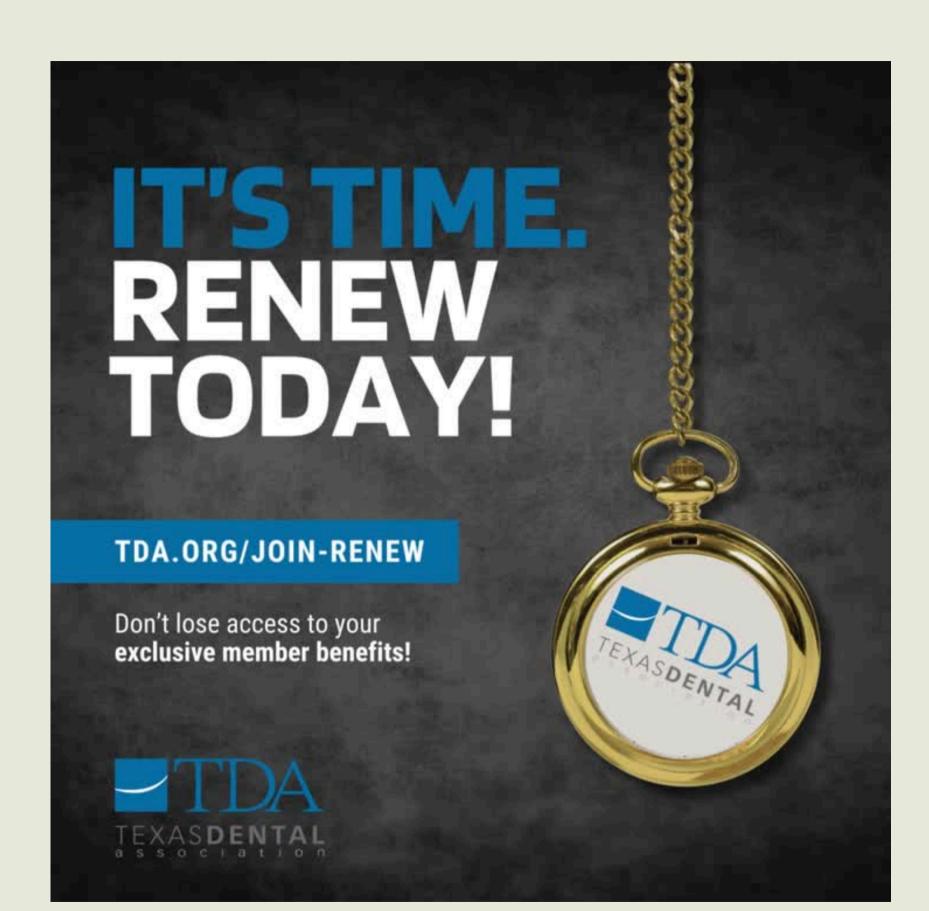
Designed motivating marketing campaign to increase membership utilizing social media, website and email marketing to communicate the benefits of membership.











### 2024 DUES STATS

As of 1-9-24

Social (10) FB (10) IG

3%

**AVG POST** 

**ENGAGEMENT** 

standard engagement rate 1-5%

7918

**IMPRESSIONS** 

Blast Emails (3)

57% 7°

AVG OPENS

CLICKS

standard open rate 17-28%

standard click rate 2-5%

Website (tda.org/join-renew)

2131

VISITS

# Design III

### LOGOS & BRAND FAMILIES

Created unique logos and cohesive brand families for multiple organizations including TDA Meeting and TDA Smiles.





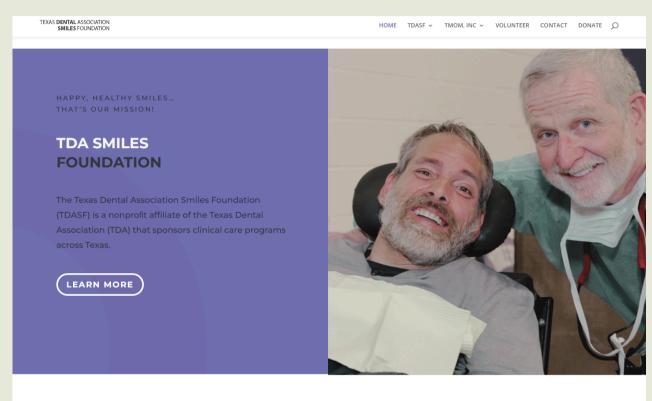
















TEXAS MISSION of MERCY

CLINICAL CARE PROGRAMS AND ORGANIZATIONS
CLOSE TO OUR HEARTS



**EVENTS** 

Learn more about upcoming events for free dental care to Texans in need.

<u>MORE</u>



TDASF offers a variety of ways to support the Foundation. MORE

CONTACT

Connect with TDASF Staff MORE

\$30 FOR 45K
MILLION IN CARE PATIENTS ACROSS TX



### **EDUCATION**

The Beverly Bane Lectureship is hosted by TDASF each year at the annual TDA Meeting. This lectureship sponsors continuing education courses for dental professionals.

**Scholarships** are awarded to eight deserving first-year students in Texas dental schools annually.

### **DONATIONS**

The TDA Smiles Foundation is able to deliver \$8 worth of charitable care with each \$1 donated.

The **One Hundred Club** is one of many ways to give along with Living Honorariums and Memorials, One-Time Donation, Sustaining Donor, and Annual Fundraisers.

Our trusted partner **FreeWill** is a FREE online solution to estate planning that nearly 800,000 Americans have used to secure their futures! Scan the code below to build your legacy today.







### **VOLUNTEER**

Visit **www.tmomvolunteer.org** for volunteer opportunities to deliver free dental care to Texans in need.



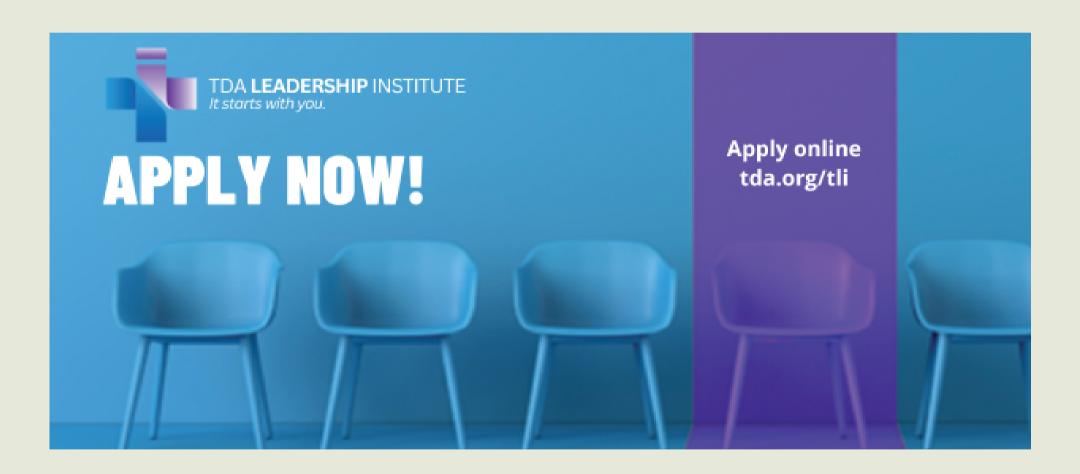
512-448-2441 smiles@tda.org www.tdasmiles.org





WEBSITE RACK CARD MOBILE SIGANGE



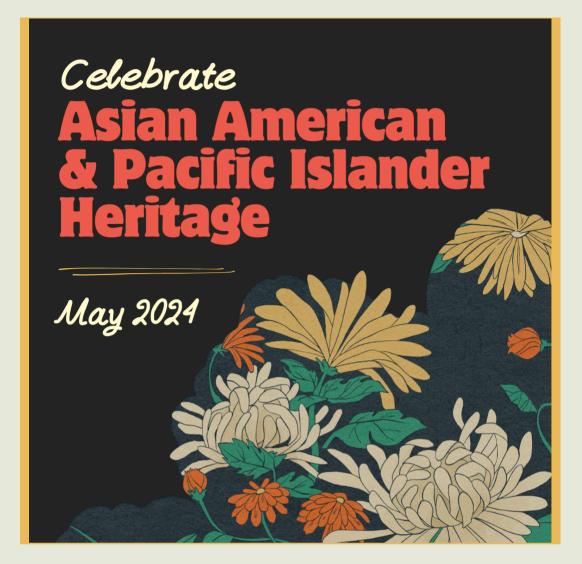




## SOCIAL MEDIA

SOCIAL MEDIA

Designed compelling social media designs to inform and motivate audience.





Don't get 'rooted' in seriousness

this April Fool's Day!













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