

STEFANIECLEGG



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STEFANIE CLEGG

Intro



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, tradeshow 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

PORTFOLIO

Creative

TDA MEETING ▶▶

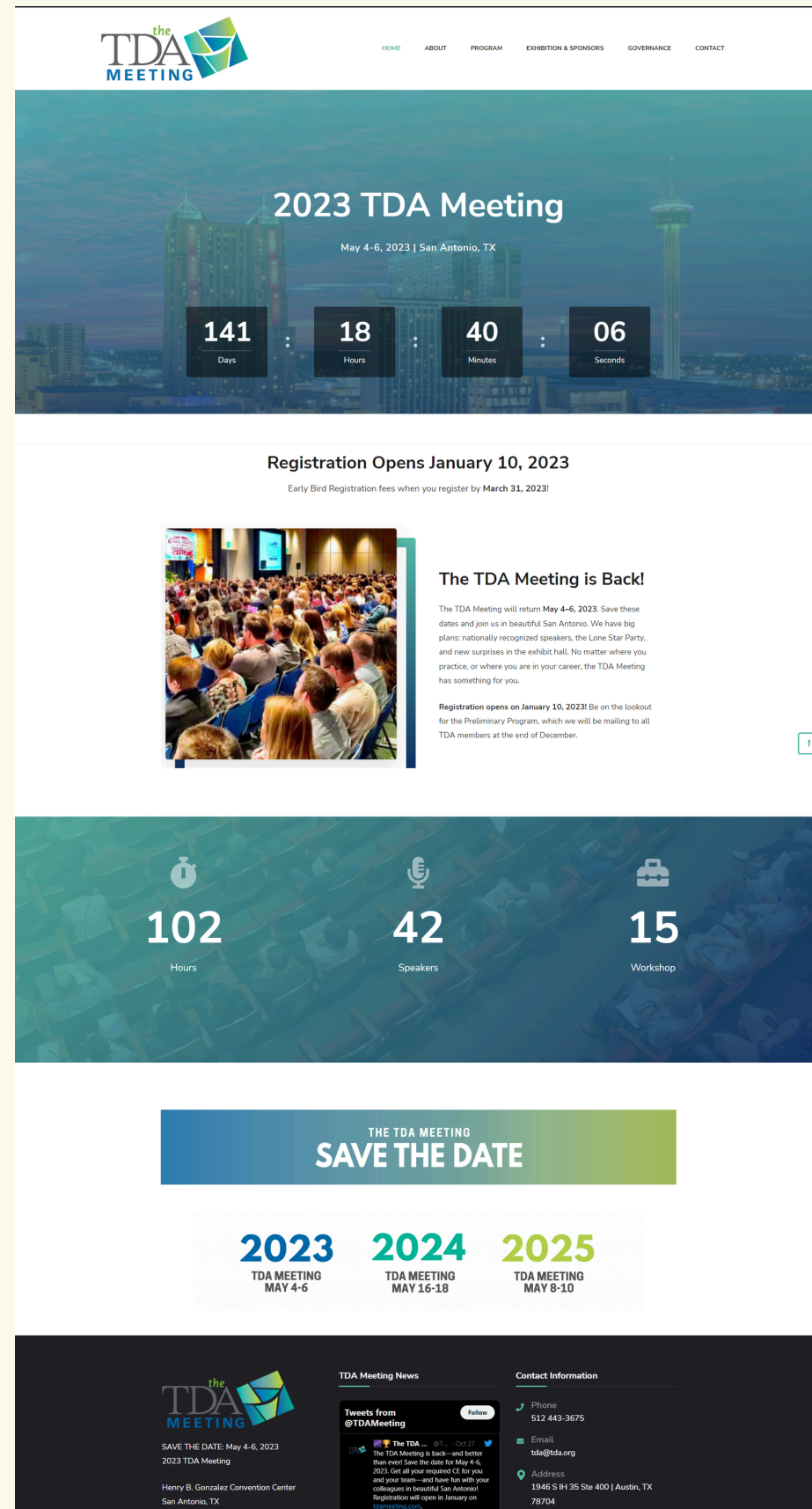
Designed comprehensive marketing campaign for annual conference including design and build of website, blast emails, social media as well as 60+ page preliminary program and event signage.

TDA SMILES FOUNDATION ▶▶

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



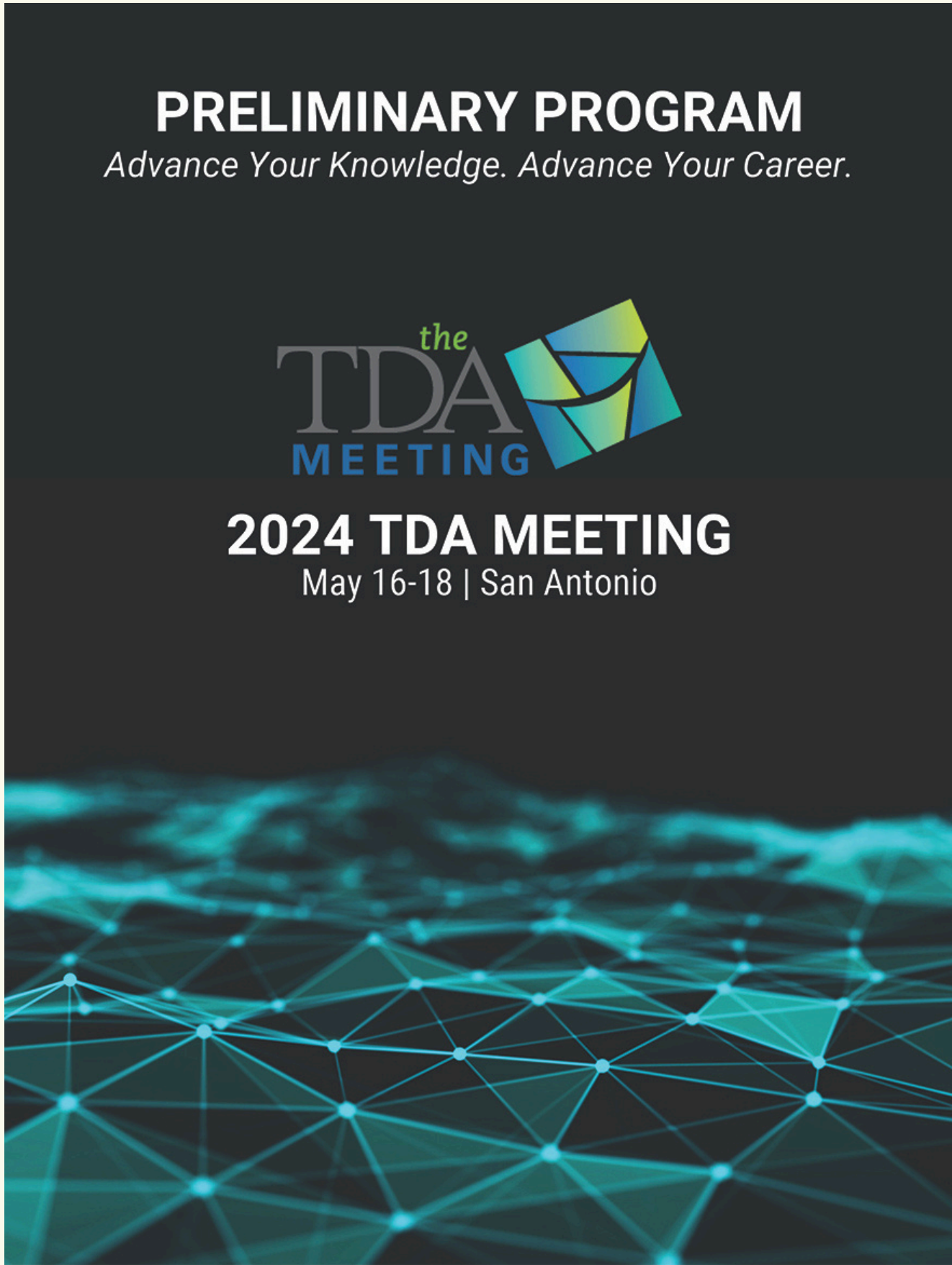
PRELIMINARY PROGRAM



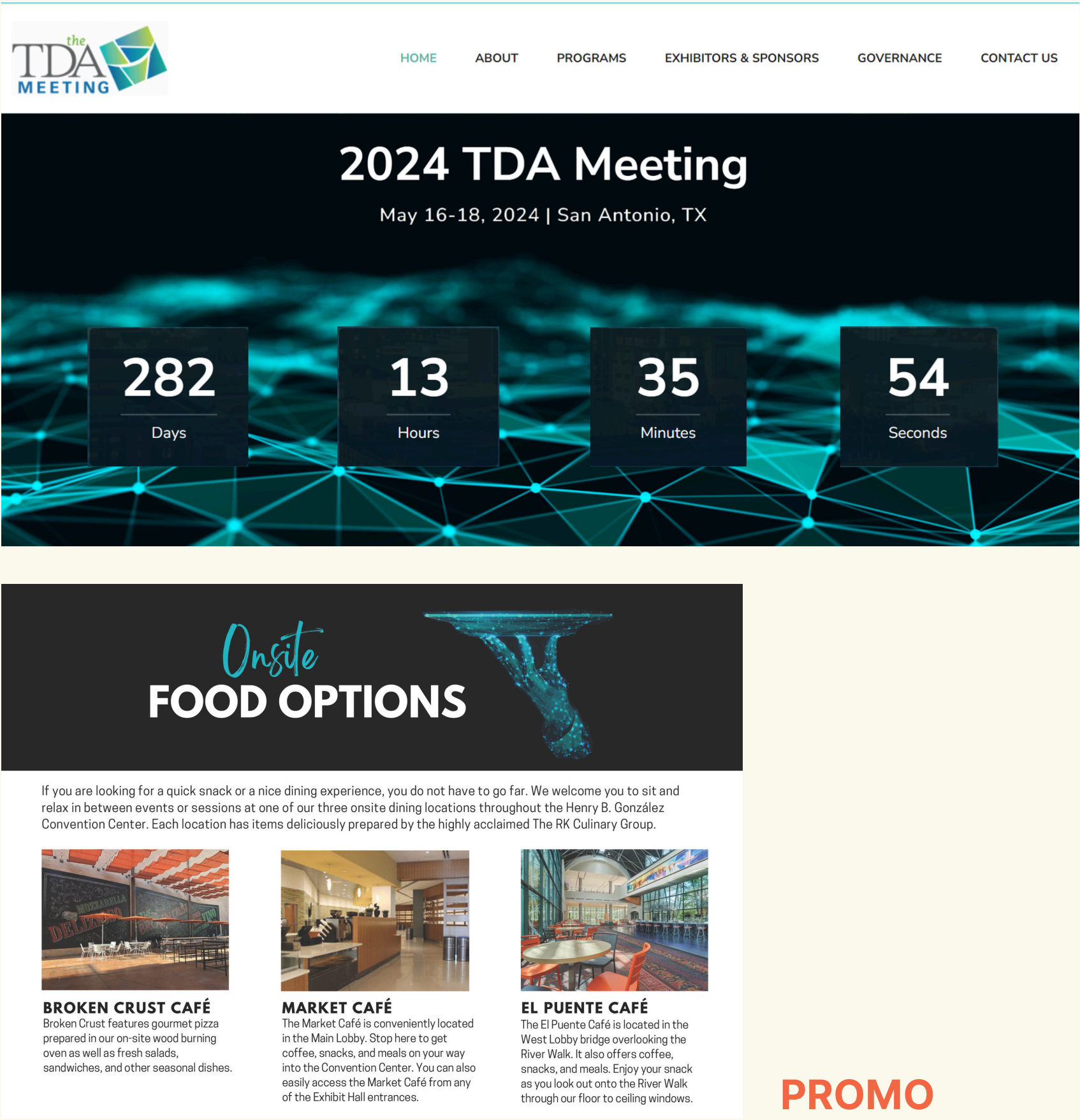
WEBSITE



SIGANCE



PRELIMINARY PROGRAM



WEBSITE

PROMO



BANNERS



SOCIAL MEDIA



SIGANCE

MARKETING

Campaigns

TDA MEMBERSHIP ▶▶

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

DUES STATEMENTS COMING SOON!



RENEW TODAY!
tda.org/join-renew



CREATING CONNECTIONS THAT LAST.



RENEW TODAY!
TDA.ORG/JOIN-RENEW



**YOUR CAREER
IS IN GOOD
HANDS.**



RENEW TODAY!

tda.org/join-renew

**WE CARE ABOUT
WHAT'S IMPORTANT
TO YOU!**



[TDA.ORG/JOIN-RENEW](https://tda.org/join-renew)

IT'S TIME. RENEW TODAY!

[TDA.ORG/JOIN-RENEW](https://tda.org/join-renew)

Don't lose access to your
exclusive member benefits!



2024 DUES STATS

As of 1-9-24

Social (10) FB (10) IG

3% **7918**

**AVG POST
ENGAGEMENT**

standard engagement rate 1-5%

IMPRESSIONS

Blast Emails (3)

57% **7%**

AVG OPENS

standard open rate 17-28%

CLICKS

standard click rate 2-5%

Website (tda.org/join-renew)

2131

VISITS

BRAND ID

Design

LOGOS & BRAND FAMILIES ▶▶

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



the
TDA
MEETING

Advance Your Knowledge. Advance Your Career.



TDA
REGIONAL LEARNING

Continuing Education in Your Community.



TDA
DENTIST SYMPOSIUM

An Exclusive Retreat for TDA Members.

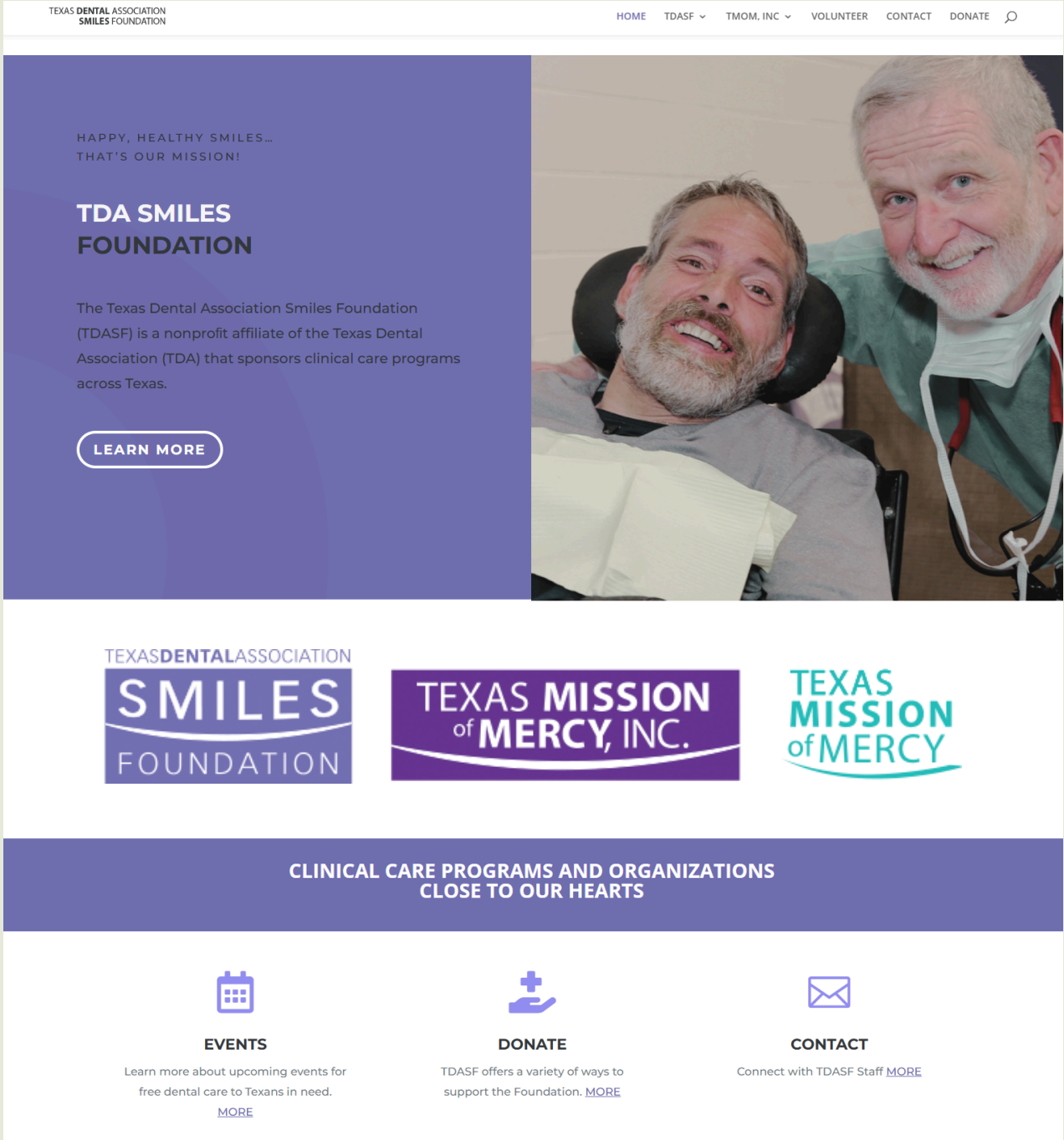
EARLY BIRD DEADLINE IS SEPT 15TH

An Exclusive
RETREAT
FOR TDA MEMBERS

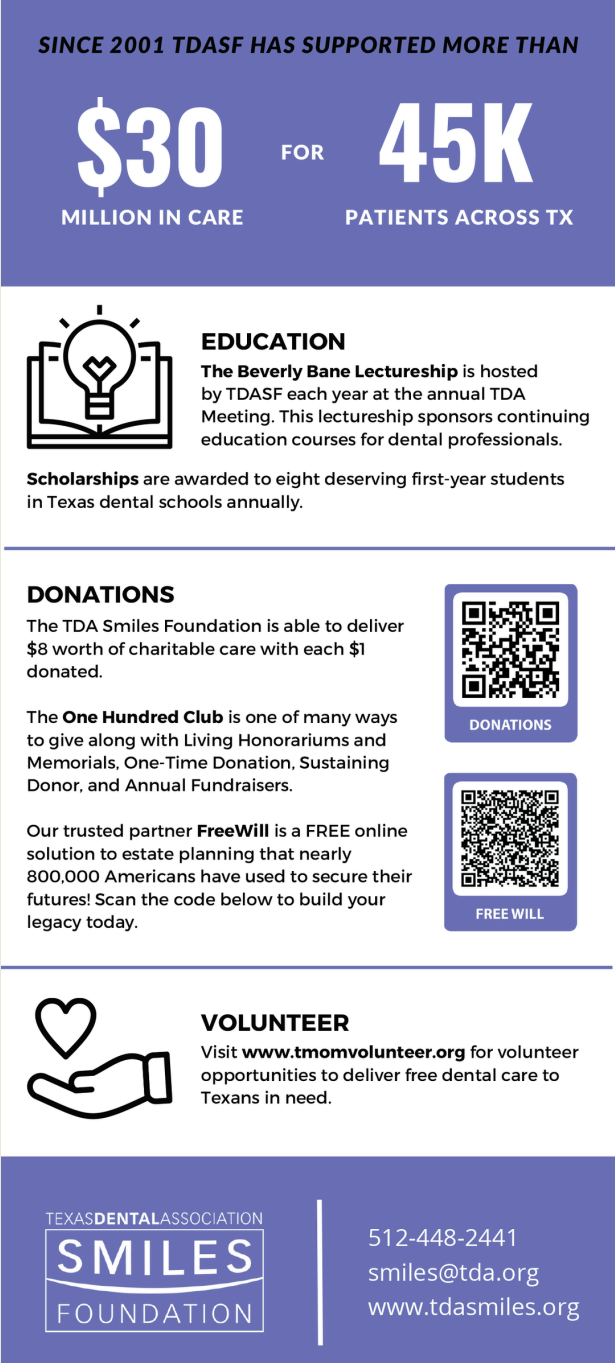
NOV 3-5, 2023 | AUSTIN, TX

 **TDA**
DENTIST SYMPOSIUM





WEBSITE



RACK CARD



MOBILE SIGANGE



TDA LEADERSHIP INSTITUTE

It starts with you.



TDA LEADERSHIP INSTITUTE
It starts with you.

APPLY NOW!

Apply online
tda.org/tli



TDA LEADERSHIP
INSTITUTE
It starts with you.



SOCIAL MEDIA


Design

SOCIAL MEDIA ▶▶

Designed compelling social media designs to inform and motivate audience.

Celebrate
**Asian American
 & Pacific Islander
 Heritage**

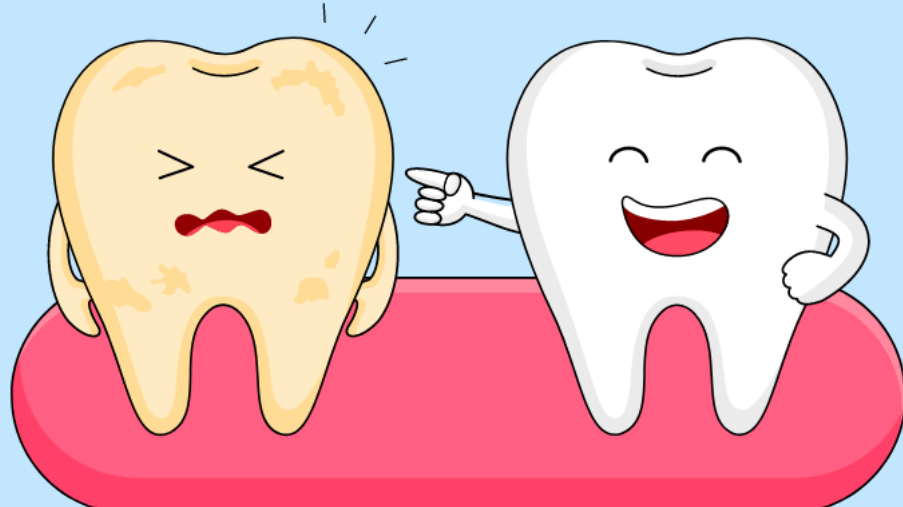
May 2024




**MENTAL
 HEALTH
 RESOURCES**

Don't get 'rooted' in seriousness

this April Fool's Day!




**CHANGE
 HEALTHCARE'S
 CYBERATTACK**

*Learn
 MORE*



FACULTY FAIR

FRIDAY, 19 APRIL 2024
 At 1:00 PM - 3:00 PM
 8210 Floyd Curl Dr.

Take your career to new heights
 with UT Health - we can't wait
 to see you there!

RSVP: PARRAL@UTHSCSA.EDU

*Interested, but cant make it April 19? Email us at alcalaal@uthscsa.edu

FRIDAY
 MAY 17

GOLD

4:30 PM
 5:30 PM

Happy Hour



Cheers to a night of laughter, learning, and legendary connections!

Contact

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🌐 livecreative.net

