



STEPHANIE IANNI

CONTENT CREATOR | STORYTELLER



INSTAGRAM

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ABOUT

Hi, I'm Steph! I'm a born and raised Arizona native turned digital nomad. Three years ago, I decided to live a life full of adventure and creation and sold almost everything I owned to pursue my creative passions in travel, photography, creative direction, storytelling and social media as I ventured off around the globe. 12 countries and countless flights and life altering experiences later, I have found my true passion in content creation with brands and businesses to help bring their aesthetics and visions to life. I love to create feelings and bring personality to my work through the content I capture and share with others.

SCHOOL

2008 - 2011

FASHION INSTITUTE OF
DESIGN & MERCHANDISING

- Bachelor of Arts,
Fashion Design & Marketing

SKILLS

CREATIVE DIRECTION
PHOTOGRAPHY
VIDEOGRAPHY
STOP MOTION ANIMATION / GIFS
GRAPHIC DESIGN
FASHION DESIGN
SOCIAL MEDIA
PROJECT MANAGEMENT

PROGRAMS

ADOBE CREATIVE SUITE

Illustrator
Lightroom
Photoshop
Premiere

EXPERIENCE

10+ YEARS

PHOTOGRAPHY
CONTENT CREATION

7+ YEARS

ART DIRECTION
CREATIVE DIRECTION

5+ YEARS

SOCIAL MEDIA
MARKETING

JC RAGS - 2010 - 2012

PHOTOGRAPHER

- Executed and art directed studio shoots for products from new lines and collections
- Created aesthetically pleasing line sheets for each new collection for brand's sales team

DIEGO MILANO - 2012 - 2014

CREATIVE DIRECTOR

- Storyboarded and planned editorial and lifestyle shoots in line with brand image
- Created brand image through social, web and email marketing efforts
- Oversaw creative team for new collections and lines
- Created and managed brand's voice from conceptual designs to final products

T2BC - 2015 - PRESENT

CREATIVE DIRECTOR

- Created brand image through content for social, web and email marketing
- Created and managed brand's voice from conceptual designs to final products
- Oversaw creative team and production team
- Storyboarded and conceptualized new products and shoots for the brand

FREELANCE CONTENT CREATOR - 2015 - PRESENT

CAMPAIGN CONTENT CREATOR / SOCIAL MEDIA / CREATIVE DIRECTOR

- Storyboarded, pitched and planned lifestyle campaigns across 10 different states and 10 different countries with brands including, Hertz, Shangri-la Hotels, Design Hotels, Hilton Hotels, Airbnb, Tourism Boards, etc.
- Created lifestyle videos around brand images in line with marketing efforts across social, email and web
- Created photo campaigns through drone, product, lifestyle and stop motion shoots around brand images in line with marketing efforts across social, email and web
- Oversaw and developed social strategies across all brand campaigns

SPORTIQE APPAREL - 2017 - 2018

CONTENT CREATOR / SOCIAL MEDIA DIRECTOR

- Responsible for shoots to create captivating photo, video, stop motion and graphic design content for social, web and email marketing along with visual calendars
- Oversaw and developed brand's overall social strategy
- Generated and managed brand's social media posting and strategy as lead creative with a focus on Instagram
- Grew the brand's community by 300% in 6 weeks through influencer collaborations, giveaways, campaigns and authentic community management through Instagram stories, photos, videos, gifs and ads

COORDINATES COLLECTION - 2018 - PRESENT

CONTENT CREATOR

- Conceptualized and created photo and video campaigns in tune with the brand image for marketing efforts for social, web and email marketing
- Planned campaigns across 5 different countries and collaborations with various destinations, brands and accommodations to create engaging content
- Created giveaway campaigns to help with the brand's reach and social media efforts

CONTENT CREATION PORTFOLIO : PHOTO, VIDEO, GRAPHIC, STOP MOTION

Coordinates Collection
Wyld Bus
LIVELY
100% Pure
Mama's Cold Brew
L'auberge Sedona

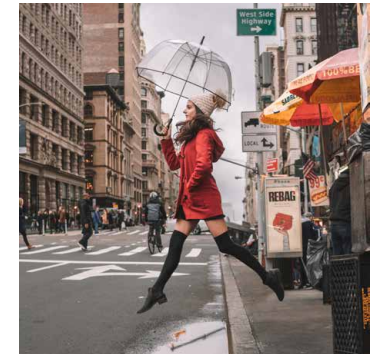
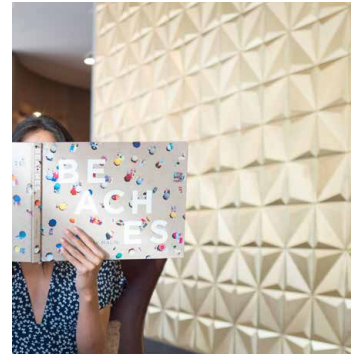
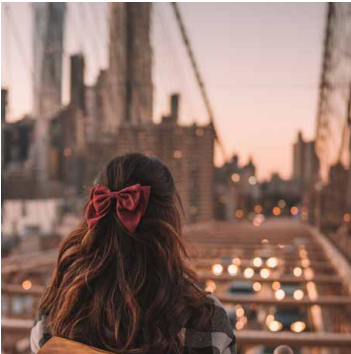
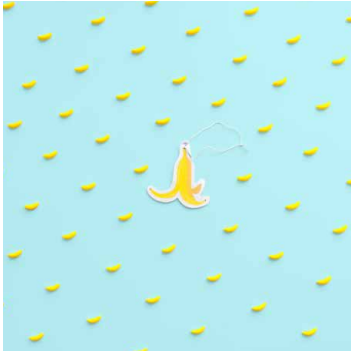
Vida Moulin
Hertz Rental Cars
Hilton Hotels
Keep It Wild
Sunny Life Aus
Kulu Safaris

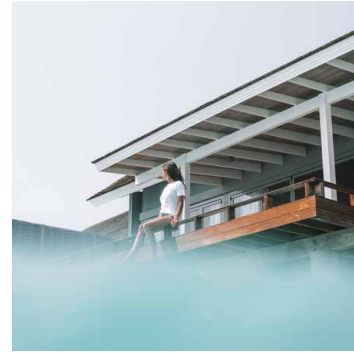
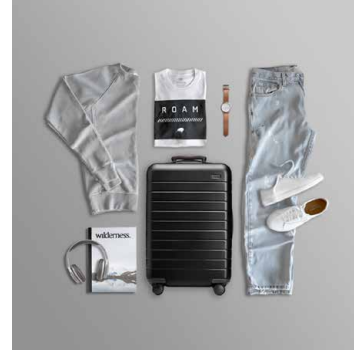
Hash Kitchen
Laura Mercier
Revel Rey Swim
Felix Gray
GoPro
Bell Pool Villa

Moroccan Oil
Atoll Swim
Design Hotels
Happy Socks
Summer Island
Studio Dwell

Under Canvas
Shangri-La Hotels
Secher Haye PR
Kuramathi Maldives
Gap
Waiakea

Brickfish PR
Sportiqe Apparel
Bel Air Co
Ark Swimwear
Lucky Brand
Franco Sorto

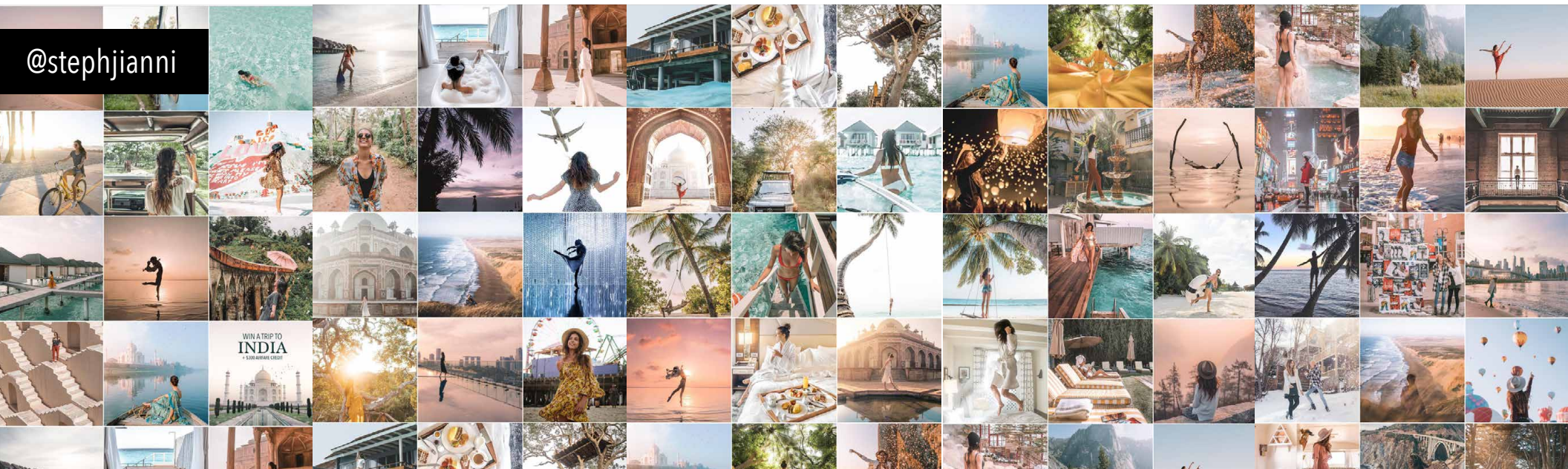
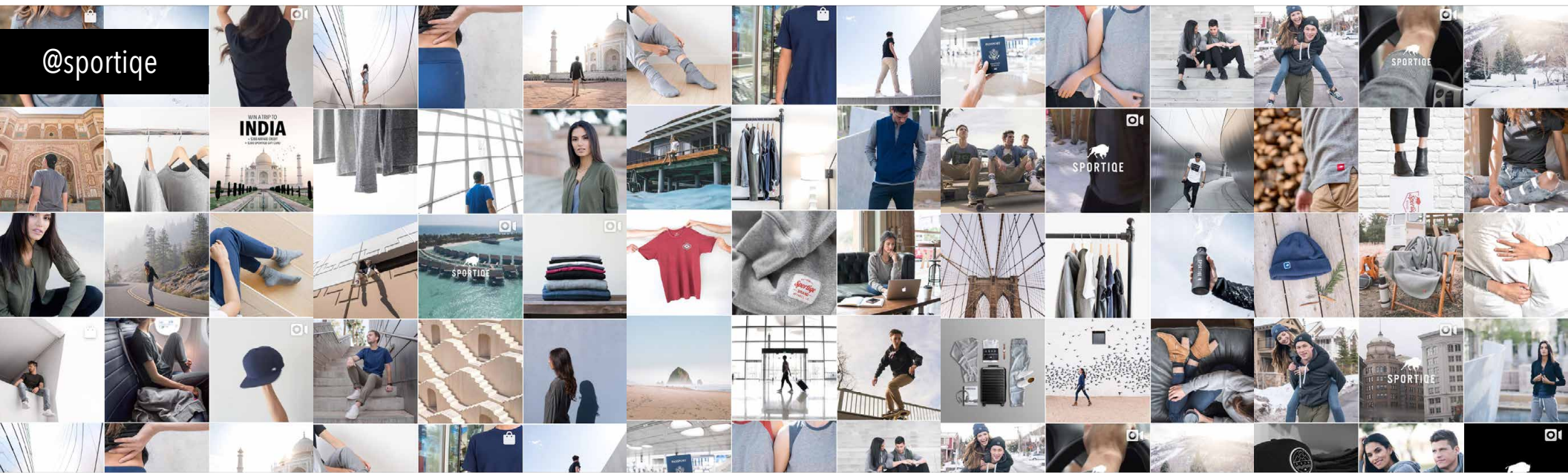






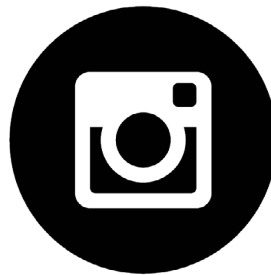
**STOP MOTION ANIMATION HIGHLIGHT REEL
BY STEPHANIE IANNI**

SOCIAL MEDIA PORTFOLIO



REFERENCES

- **SAVANNAH STRELOW** MARKETING STRATEGIST - SPORTIQE APPAREL
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