

STACEY VANDAS

BRAND STRATEGIST & OPERATIONS PARTNER

Operations and brand strategy professional with 6+ years of experience helping startups and creative businesses bring ideas to life. Skilled in coordinating launches, improving workflows, and collaborating across marketing, product, customer success, and design. Fluent in English and French with experience working across U.S. and French teams.

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U.S.-based, open to relocation & remote collaboration

EXPERIENCE

Brand Strategy & Operations Consultant

Independent, 2025-Present

- Partner with creative businesses and founders to execute website, SEO, and brand strategy initiatives from planning through launch.
- Coordinate timelines, priorities, and client communication to keep projects organized, on track, and moving toward successful delivery.
- Build practical systems, templates, and documentation that simplify workflows and improve project organization.
- Help clients prioritize projects by balancing business goals, customer needs, and practical constraints.

Founder

Stacey Vandas Photography, 2023-Present

- Plan and deliver 30+ client projects annually, coordinating timelines, vendors, contracts, travel logistics, and customer communication from initial inquiry through final delivery.
- Oversee project planning, scheduling, budgeting, and vendor coordination across multiple simultaneous events.
- Build and maintain business systems for CRM, invoicing, contracts, scheduling, and project tracking.
- Maintain a five-star client experience through proactive communication, thoughtful planning, and intentional process design across every phase of the customer journey.

US Marketing & Content Strategist

Jow, 2021-2023

- Supported the U.S. launch of a French startup, contributing to an expansion that attracted more than 140,000 new users in the first year through cross-functional collaboration across marketing, product, design, and leadership.
- Managed localization, operational workflows, and communication between French and U.S. teams to ensure consistent customer experiences across markets.
- Developed product communications, social media assets, and customer-facing content to support app onboarding and U.S. market growth.
- Collaborated with internal teams to monitor customer feedback, business performance, and campaign results, using insights to refine priorities and improve execution.
- Created scalable content systems and documentation that streamlined recurring marketing and communication efforts.

Marketing Operations & Customer Enablement

Swivl, 2020-2021

- Supported product launches for an EdTech startup through content planning, marketing asset creation, customer communications, and cross-functional coordination.
- Developed customer education materials, help documentation, and training resources to translate complex product concepts into clear, user-centered experiences.
- Built documentation, onboarding resources, and internal processes that strengthened customer enablement and cross-functional collaboration across product, marketing, sales, customer success, and support teams.

SKILLS

Project Management
Cross-functional Collaboration
Process Documentation
Workflow Optimization
Customer Onboarding
Customer Success
Copywriting
Client Communication
Launch Planning
Training & Education
Translation & Localization (FR/EN)

EDUCATION

MA, FRENCH

Saint Louis University, 2020

BA, ENGLISH LITERATURE

Saint Louis University, 2015

LANGUAGES

English (Native)
French (C1 Proficient)

TOOLS

Asana, Google Workspace,
Adobe Creative Suite, ClickUp,
Google Search Console,
Google Ads, Notion, Meta Ads,
Figma, WordPress, Miro