

STACEY VANDAS

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WEB & BRAND STRATEGIST

With 6+ years of experience spanning marketing, websites, communications, and entrepreneurship, I help brands bring greater clarity to their messaging and digital experiences. My work combines strategic thinking with hands-on execution—from shaping messaging and website strategy to improving customer journeys, partnering with cross-functional teams, and supporting international growth.

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

EXPERIENCE

Founder & Creative Strategist

Stacey Vandas Photography, 2023-Present

- Built and managed an independent service business, developing its brand positioning, website strategy, SEO, and end-to-end customer experience.
- Managed 40+ creative client projects from discovery through final delivery, balancing timelines, client communication, creative production, and logistics.
- Developed project documentation, communication templates, and standardized processes that improved operational efficiency and ensured a consistent client experience.

Brand & Website Consultant

Independent, 2025-Present

- Developed brand positioning, messaging strategy, website architecture, and SEO content for creative businesses, improving clarity, usability, and organic discoverability.
- Refined website strategy and UX design, messaging hierarchies, user flows, and conversion-focused content aligned with audience needs and business goals.
- Collaborated closely with clients through feedback sessions and iterative reviews to shape brand narratives and deliver cohesive website launches within project timelines.

US Marketing & Content Strategist

Jow, 2021-2023

- Developed U.S. market positioning, messaging strategy, and localization initiatives to support the expansion of a French consumer app, contributing to more than 140,000 new users within the first year.
- Coordinated application localization by prioritizing translation workflows, overseeing freelance translators, maintaining localized content within the product CMS, and partnering with product teams to adapt the user experience for the U.S. market.
- Partnered cross-functionally with product, marketing, and design teams to align messaging and digital experiences with business priorities and customer needs.
- Developed and localized website content, product messaging, lifecycle campaigns, and marketing assets while collaborating with French stakeholders to ensure a consistent brand experience across markets.

Marketing Operations & Customer Enablement

Swivl, 2020-2021

- Supported product launches through content planning, marketing collateral, customer communications, and cross-functional coordination.
- Developed customer education materials, help documentation, and training resources that translated complex product concepts into clear, user-centered experiences.
- Built documentation, onboarding resources, and internal processes that improved customer enablement and strengthened collaboration across product, marketing, sales, customer success, and support teams.

SKILLS

Brand Strategy
Website Strategy
Content Strategy
Messaging & Communication
Project Management
Information Architecture
Localization
SEO
Copywriting
Cross-functional Collaboration
Customer Experience

EDUCATION

MA, FRENCH
Saint Louis University, 2020

BA, ENGLISH LITERATURE
Saint Louis University, 2015

LANGUAGES

English (Native)
French (Fluent)

TOOLS

Figma, Showit, WordPress,
Adobe Creative Suite, Google
Analytics, Google Search
Console, Google Ads, Notion,
Meta Ads, Asana, Clickup,
Miro