

Stefan Lopp

Email & Digital Marketing Specialist

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EXPERIENCE

Avante Health Solutions, Remote — *Digital Marketing Specialist*

FEBRUARY 2022 - OCTOBER 2024

2023 Avante Marketing Excellence Award recipient, driving B2B growth through data-driven campaigns across email, social media, and content marketing, supporting sales, marketing, and customer service teams.

Avante Health Solutions, Louisville, KY — *Graphic Designer*

APRIL 2019 - JANUARY 2022

Managed email marketing, designed digital and print assets across all divisions (social posts, product labels, etc.), and administered multiple SharePoint sites for Avante.

Shoe Sensation, Inc., Jeffersonville, IN — *Graphic Designer*

OCTOBER 2015 - MARCH 2019

Designed print and digital marketing materials (POP, social media, email) and contributed to photography, merchandising, and website content.

Mellow Mushroom, Bowling Green, KY — *Marketing Manager*

JULY 2014 - SEPTEMBER 2015

Managed online profiles, executed marketing campaigns, and designed diverse advertising materials (menus, flyers, radio, digital) for the Bowling Green location.

Western Kentucky University, Bowling Green, KY — *Jr. Designer*

FEBRUARY 2011 - MAY 2014

Supported the WKU University Publications team with custom print and digital graphic design projects including brochures, editorials, posters, direct mailers, billboards, and web ads.

EDUCATION

Western Kentucky University, Bowling Green, KY *Bachelor of Arts in Advertising*

MINORS: DIGITAL ADVERTISING, GRAPHIC DESIGN

[Downloadable Portfolio >](#)

SKILLS

HTML Email Design

Email Strategy

Email QA & Compliance

Automated Emails

List Segmentation

Ad Creatives

Design Strategy

Marketing Strategy

Accessible Design

Performance Monitoring

Content Management

Landing Pages

HubSpot

Mailchimp

Monday.com

SharePoint

Google Analytics

Looker Studio

Adobe Acrobat

Adobe InDesign

Adobe Illustrator

Adobe Photoshop

Adobe Express

MS Forms

MS Teams

MS PowerPoint

MS Excel

CONTINUING EDUCATION

HubSpot Inbound Certification

HubSpot | Issued September 2024

Email Camp: Message Mania

Sinch | September 2024

Digital Summit 2023 - Denver

Digital Summit | June 2023

Email Automations Certification

Intuit Mailchimp | Issued March 2022

Marketing Tools: Automation

LinkedIn | Issued March 2022

AWARDS

Marketing Excellence Award

Avante Health Solutions
2022

Honorable Mention - Painting/Realism

Kentucky State Fair
2014

Special Merit Award - Graphic Design, Specialty

CASE Kentucky
2013

Special Merit Award - Graphic Design, Illustration

CASE Kentucky
2013