

# STEPHANIE VAJDA

## PERSONAL DETAILS

Name: Stephanie Vajda  
Location: Cape Town  
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Cell Number: 0760636628  
Qualifications: Bachelor's Degree (B.S. Advertising), University of Texas at Austin  
HCI Specialization, (in progress), University of California, San Diego  
Google Analytics Certification

## PROFILE SUMMARY

I'm a creative problem solver who is passionate about designing products and services that enhance people's lives. I'm inspired by experiences that delight users while also being transparently fun to use as well as functional. I've always had an interest in research and enjoy the process and how it can be applied to UX.

## PROFESSIONAL EXPERIENCE

### UX Specialist, Project Manager, SEO

Nov. 2015-Present (10 months)

ROI Digital ([www.roidigital.co.za](http://www.roidigital.co.za)) *A full service digital agency which helps organisations get return on their marketing investment.*

eComplete ([www.ecomplete.co.za](http://www.ecomplete.co.za)) *An ecommerce ecosystem for brands in South Africa.*

- User Experience
  - Formalizing insights from customer feedback and user recordings
  - A/B testing (Optimizely)
  - Wireframing & Prototyping Techniques (Sketch & Invision)
  - Creating personas, user journeys and sales funnels
  - Heatmap analysis and conversion optimisation design of landing pages, websites and various digital products/services (Crazy Egg, Hotjar)
- Proposal Writer
  - Develop proposals by gathering and assembling information
  - Identify and communicate risk and opportunities to aid in decision making
- Website Project Management
  - Ensure project success by communicating requirements to the development team
  - In multiple projects my role varied from SEO Setup to Wireframing to Wordpress Development (HTML, CSS and Javascript) as well as project management
  - QA testing
- SEO
  - SEO Audit and Recommendation, Website Migrations
  - Link Earning Campaigns
  - Tools-Majestic, MOZ, Google Analytics, Google Search Console, Kerboo, Screaming Frog

**Media Consultant** (3 months)

Star Local Media ([www.starlocalmedia.com](http://www.starlocalmedia.com)) Star Local Media is a *publisher in the Dallas-Fort Worth area.*

- Account manager in charge of above the line as well as consulting for digital assets.

**Marketing Assistant** (3 months)

Spokefly ([www.spokefly.com](http://www.spokefly.com)) *Spokefly is a peer to peer bike sharing program in Austin, Texas.*

- Conducted interviews and surveyed people around their commuting habits.
- In charge of executing the marketing campaign using digital tools
- Beta testing of the soft launch
- Writing Email Campaigns
- Assisting CEO with daily activities
- Tools/Technologies: Facebook Advertising, Google Analytics, Google Adwords

**Public Relations Research Club, Vice President** (3 months)

*Offers undergraduate students the opportunity to partake in research.*

- Founding member of research club
- My role in this project included experiment design. We began by synthesizing research about binge drinking and college students. From this we identified four predictors for binge drinking from which we designed our survey.

**Assistant to the CEO** (3 months)

Smith Miller Moore (<http://www.smithmillermoore.com>) *Smith Miller Moore is a full-service B2B advertising and public relations agency for advanced technology.*

- Writing press releases
- Managing online content
- Assisting CEO in daily operations

**Account Executive, Digital Student Manager** (9 months)

*Texas Student Media is an auxiliary enterprise of The University of Texas at Austin and the largest student media operation in the United States.*

- Account Executive responsibilities, mainly sales and account management
- My role as digital manager was to implement the digital strategy for 5 different media entities as well as report insights from analytics to aid in decision making
- Attend monthly board meetings
- Tools/Technologies: Spredfast, Google Analytics, Mail Chimp, Hootsuite

**Regional Sales Manager, Contributing Writer** (7 months)

*For Us Media Group LLC. is a college publication with 50,000+ monthly copies.*

- In charge of sales team in Los Angeles
- Writing content for the magazine
- Heading up event sponsorship