



# PHOEBE KRANEFUSS

MADISON, WISCONSIN

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www.phoebekranefuss.com

I'm a writer, graphic designer, illustrator, and marketer. I've designed logos for non-profits, ghost-written tweets for famous teenagers, created gifs for clothing brands, and written email copy for healthcare startups. I'm great at creating processes from scratch, distilling complexity into digestible information, and thinking outside the box to push the boundaries of creative execution.

## KEY SKILLS:

Brand strategy & positioning  
Content marketing  
Copywriting  
Email marketing  
Graphic design  
Illustration  
Influencer management  
Social media strategy

## EDUCATION:

University of Wisconsin-Madison  
2022-2024 (expected)  
MFA, Creative Writing  
Bowdoin College  
2012-2016  
BA, English Literature

## EXPERIENCE:

Phoebe the Studio — Freelance

2018 - present

- Plan and execute marketing campaigns for clients across fintech, healthcare, CPG, and retail including Athleta, Ethos, Lisa Says Gah, Horizon Community School, Liven, Mercury, Monument, Philz Coffee, SoFi, and The Feed.
- Design assets across print, social, and digital; write ad copy, scripts, and longform content; plan and run influencer campaigns—and much more!

SoFi, San Francisco — Senior Campaign Manager

2021 - 2022

- Helped to drive over 6 billion impressions on social for SoFi's influencer campaign during the Super Bowl at SoFi Stadium; part of the team managing influencer budget of \$22 million+ annually.
- Managed celebrity talent and supported content creation/production in-person at the Super Bowl and Bitcoin Miami, plus virtually year-round.
- Wrote social media copy and influencer briefs/scripts; designed social assets and edited/helped produce influencer video content.

Pereira & O'Dell, San Francisco — Brand Manager

2019 - 2021

- Built and nurtured strong relationships with key clients as primary day-to-day liaison for Adobe and Zelle accounts.
- Aligned and project managed creative, production, media, and PR teams to drive campaigns across video, radio, media, OOH, and print.
- Supervised the agency's first all-remote video and photography production for Zelle, directly resulting in a 12% brand awareness lift for the client.

NOCD, Chicago — Marketing Manager

2018 - 2019

- Managed end-to-end campaign lifecycle by implementing, tracking, A/B testing, and optimizing strategies across email, social media, paid placements, experiential marketing, in-app messaging, and partnerships.
- Increased clinical trial enrollment by over 70% within a 10-month period for clients including Biohaven Pharmaceuticals and Actify Neurotherapies through strategic revamp of email and content marketing campaigns.

Logz.io, Boston — Sales Development Team Lead

2017 - 2018

- Drove new business for a fast-paced SaaS startup by sourcing, pitching, and leading meetings with prospective clients.
- Selected as only junior employee to represent the company at two major client-facing conferences.

Americorps, Boston — Assistant Teacher

2016 - 2017

- Taught preschool through fourth grade students through planned interventions, focused classroom support, and after-school homework help
- Coached middle school running team