

portfolio.

meet the designer.

Hello, I'm Stephanie, the creative mind behind Geumson Designs. A Korean-American with a global perspective, I've cultivated my artistic passion since childhood, honing my skills through art classes in high school and college.

Later in my career, I landed role as the Marketing Supervisor at a Parks and Recreation Department. After over 7 years there, I took my talents to South Korea, teaching English, working in marketing for a startup, and freelancing. I continued my career in Germany, and have now settled in Franklin, KY. I've built my graphic design business, specializing in posters, flyers, car wraps, logos, branding, websites, and marketing strategies.

My goal is to offer small businesses creative direction and visually compelling solutions to elevate their brand presence. Let's create something you'll love!





resume.

career.

FREELANCE

JULY 2021 - PRESENT

MARKETING STRATEGIST & GRAPHIC DESIGNER

HELLO MELHO STARTUP

FEBRUARY 2021 - JULY 2021

MARKETING MANAGER

INCHEON METROPOLITAN OFFICE OF EDUCATION

FEBRUARY 2019 - FEBRUARY 2021

ESL TEACHER

SOUTHGATE RECREATION & PARK DISTRICT

MAY 2016 - JANUARY 2019

MARKETING MANAGER

OCTOBER 2013 - MAY 2016

RECREATION SUPERVISOR

JANUARY 2012 - OCTOBER 2013

COMMUNITY SERVICE WORKER I

RECEPTIONIST

education.

**CALIFORNIA STATE UNIVERSITY
OF SACRAMENTO
BACHELOR'S *FINE ART***

skills.

**PROJECT MANAGEMENT
ADOBE PHOTOSHOP
ADOBE ILLUSTRATOR
MICROSOFT WORD
WORDPRESS**

why me.

background.

With 10+ years of experience in the dynamic field of digital marketing, I have honed my skills in various aspects of online brand promotion. My journey began with a deep fascination for the ever-evolving digital landscape with travel blogging, and over the years, I have successfully navigated through the intricacies of SEO, email marketing, social media management, and more.

expertise.

Specializing in providing an all-in-one marketing solution, I offer a range of services tailored for small businesses, including:

- **SEO Services:** Crafting strategies to enhance online visibility and attract local customers.
- **Email Marketing:** Implementing cost-effective and personalized email campaigns to build customer relationships.
- **Social Media Management:** Leveraging social platforms to increase brand awareness and foster community engagement.
- **Blog Writing:** Developing content that not only tells the story of each business but also enhances its online presence.
- **Graphic Design and Logo Branding:** Creating visually appealing branding elements that resonate with target audiences.

approach.

I take a personalized and collaborative approach to each client, ensuring that the marketing strategies I develop align seamlessly with their unique goals and challenges. By offering an all-in-one solution, I aim to streamline the marketing process for small businesses, allowing them to focus on what they do best while I handle the digital front.

services overview

seo services

- On-page optimization
- Keyword research
- Link building

email marketing

- Campaign design and execution
- Automation
- Email Funnels
- Analytics

social media management

- Platform-specific strategies
- Content creation
- Community engagement
- Video Editing

website management

- Content updates
- Performance optimization
- Security monitoring
- UI/UX enhancements
- Feature integration

graphic design

- Visual content creation
- Brand consistency
- Infographics, banners, etc.

logo branding & design

- Logo creation process
- Brand identity development
- Logo variations and applications

case study - reach fitness

Attribution setting	 Results ▾	Reach ▾	Impressions ▾	Cost per result ▾	Amount spent ▾	Ends ▾	
7-day click or ...	52 ^[2] Website Leads	2,958	4,536	\$0.97 ^[2] Per Lead	\$50.69	Ongoing	
7-day click or ...	212 ^[2] Website Leads	10,260	19,295	\$1.31 ^[2] Per Lead	\$278.69	Jan 19, 2025	
7-day click or ...	264 ^[2] Website Leads	11,338 Accounts Center acc...	23,831 Total	\$1.25 ^[2] Per Lead	\$329.38 Total spent		

challenge.

Reach Fitness struggled to build her email list for her kettlebell fitness program, resulting in zero leads and limited audience growth.

solution.

Created a targeted ad campaign and developed a compelling lead magnet and a tripwire offer, creating a streamlined sales funnel.

results.

- 212 New Leads which lead to significant growth in the email list
- Cost Efficiency through lead generation at \$0.97 per lead
- Established a framework for ongoing marketing efforts
- The lead magnet not only attracted leads but also fostered engagement

case study - splashing pumpkins



challenge.

An event for a parks and recreation department needed to increase in attendance and brand awareness.

solution.

Crafted a social media strategy, focusing on platform-specific content and community engagement. Used paid advertising for the local area.

results.

- 50% increase in event attendance compared to the previous year.
- 2X growth in social media followers.
- Positive user-generated content and testimonials.

case study - adventures with nienie



challenge.

Travel blogger who was hit during COVID, organic web search was down significantly.

solution.

We continuously posted and updated posts with SEO in mind during COVID even though the search volume was not there.

results.

- Starting in 2023 and in 2023 the website more than doubled in pageviews from the previous years
- Travel eventually opened which led to more affiliate marketing and blog income
- 2X growth in social media followers, at the time this Facebook page only has 1,300 followers which doubled in size
- Increase in email subscribers
- This blog as reached 35,000 sessions/27,000 pageviews monthly

case study - travel-stained

Korea Travel Planning + Guide

🔒 Private group · 66.1K members



challenge.

Growing a Facebook group organically in a saturated digital landscape is challenging. The goal was to create a vibrant community focused on travel planning for those interested in exploring Korea.

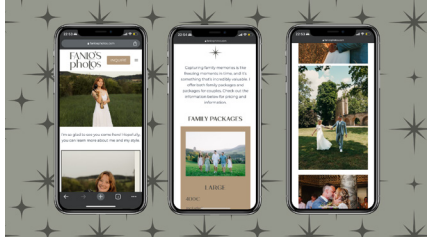
solution.

The goal was to build an engaging Facebook group for travel planning, specifically for individuals interested in exploring Korea, despite the challenges of a saturated digital landscape.

results.

- The group experienced rapid growth, reaching 45,000 members and showcasing the effectiveness of organic growth strategies.
- Members demonstrated high engagement rates by actively participating in discussions and sharing their travel experiences and tips, which attracted even more new members.
- A supportive network was established for travelers planning trips to Korea, enhancing member loyalty and retention.

logo and branding



[illegible]



WHO SHOULD TRUST YOU

Prove it, the design!

Hi, my name is Stephanie. I've been studying graphic design for 14, with a Bachelor's degree in studio art. I have a portfolio that works in the creative field and I was aware of the opportunities. So I went into a marketing career when I graduated college and discovered brand design. Brand design was perfect for me as I have a great combination of art and marketing. I know this was the perfect direction for me.

[LEARN MORE](#)



WHAT'S INSIDE THE PULL UP LEGEND

Six weeks of instruction

It is a challenge to show you how to get a pull-up, from the fundamentals and the progressions all the way to 6 pull-ups.

Three mini workouts per week

A complete of body pull-up and chin-ups, and three small 10-15 minute workouts per week to strengthen your upper body and your core muscles.

Step-by-step videos

It is a step-by-step breakdown of how to perform the pull-up and chin-up, and how to build strength in your upper body and core so that pull-ups can be made, and how to combine multiple pull-up reps.

Community

There is a community to plug into so you can gain inspiration and ask questions of a like-minded pull-up network.

Digital Download

The digital download grants you access to report type and track all the gains.

Bonus Resources

The bonus resources help strengthen your legs, your core and your arms and alternatives to pull-ups.

Who's it for

Anyone who wants to be able to pull-up

Anyone who is looking to get a pull-up

Anyone who is looking to be able to pull-up

Anyone who is looking to be able to pull-up

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Home Get Involved Events & Registration Contact Donate

Over 10,000 premature births happen every single year.

Almost 900,000 people in the United States are born prematurely each year. Premature birth is the leading cause of death and disability in children under the age of 1. At Ethen's Hope, we provide support and resources for families affected by premature birth, and we help fund research to find better ways to care for premature babies.

[LEARN MORE](#) [CONTACT US](#)

MEET OUR SPONSORS

SUN LIFE QUALITY CARE HEDRICK'S

DONATE



HELP MAXIMIZE A DIFFERENCE

At American Express, we're committed to making a difference in the lives of others. That's why we've created the **Help Maximize a Difference** campaign, which allows you to make a difference in the lives of others. You can choose to support one of our **100+ causes** or you can choose to support a **specific cause** that's important to you. You can also choose to support a **specific cause** that's important to you. You can also choose to support a **specific cause** that's important to you.

Ryan & Aimee Ledger

300+
MEMBERSHIP

5K
TOTAL EARNINGS

8
COMMUNITIES VISITED


Thanks to the results achieved by you!

[View Your Results](#)
[Join the Campaign](#)

SHARE YOUR EVENT

Share your event on social media to help promote it and attract more attendees. We'll provide you with a unique link to track your event's performance.

BECOME A VOLUNTEER

Volunteering is an important part of the tournament. We'll provide you with a unique link to track your volunteer's performance.

DONATE

Donating to the tournament helps us raise money for the cause. We'll provide you with a unique link to track your donation's performance.

UPCOMING EVENTS

Learn about our upcoming events and how you can participate.

CONTACT

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Suite 1000
Denver, CO 80202
Phone: (303) 733-1044
Fax: (303) 733-1045
Email: info@ethanshope.org

graphic design samples.



PETRELLI
PREVITERA



Inc.
5000

TOP RATED
FAMILY LAW
ATTORNEYS

THREE YEARS IN A ROW
(2019, 2020, 2021)





DIVERSEPRO

A GREAT
MOBILE APP
TO FIND THE BEST
LAWYER FOR YOUR
NEEDS



GET IT ON
Google Play



Download on the
App Store



PULL-UP
LEGEND

Training program

Now, we can launch into the exercises that will help you get stronger for pull-ups! We designed a three-day per week program that should supplement your existing training program (if you have one). Think of these mini workouts or "movement snacks" as something you can tack on to your regular workout or do on a day off. These can be done M/W/F or T/TH/S or whatever three days you have available in your schedule.

Along with your pull-up practice, which should be done following a warm-up and BEFORE you fatigue your muscles with resistance training, we're prescribing about 15 minutes of work three days per week. On days you only practice pull-ups, it'll be more like five minutes.

We encourage you to warm-up, practice your pull-up skills, then lift weights.

EQUIPMENT NEEDED

- A pair of light/medium kettlebells
- 1 medium/heavy kettlebell
- Superband
- Box/Bench/Chair
- Pull-Up bar
- Light pair of dumbbells (optional)
- [Link to our recommended equipment](#)





MACRO
MAINTENANCE

GYM SCHEDULE

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
6:00 AM WOO WORKOUT	6:00 AM WOO WORKOUT	6:00 AM WOO WORKOUT	6:00 AM WOO WORKOUT	6:00 AM WOO WORKOUT	9:00 AM OUTDOOR BOOTCAMP
7:45 AM STRENGTH CLUB	6:45 AM STRENGTH CLUB	6:45 AM STRENGTH CLUB	6:45 AM STRENGTH CLUB	3:30 PM STRENGTH CLUB	
8:00 AM STRENGTH CLUB	4:00 PM STRENGTH CLUB	9:00 AM STRENGTH CLUB	9:00 AM STRENGTH CLUB	4:15 PM WOO WORKOUT	
8:00 PM STRENGTH CLUB	4:45 PM WOO WORKOUT	4:00 PM STRENGTH CLUB	4:00 PM STRENGTH CLUB		



QUALITY,
PERSONALIZED PIECES

I'm here to help you find the perfect jewelry. ZK has bridged the gap between fine jewelry and fast fashion, bringing you affordable pieces designed to last.

SHOP NOW

infographics

What makes VAUSA® different?



PURPOSE
Why we do it
Our purpose is to use our business as a ministry.
INTENTIONALLY GROW HIS KINGDOM

PEOPLE
Who we do it for
We prioritize our people over profit.
AUTHENTICALLY CONNECT WITH OTHERS

GOD
Intentional Growth • Authentic Connection
Selfless Service • Intentional Growth

PASSION
How we do it
Our passion is using our God-given gifts to serve others.
SELFLESSLY SERVE WITH COMPASSION

Apply Today!



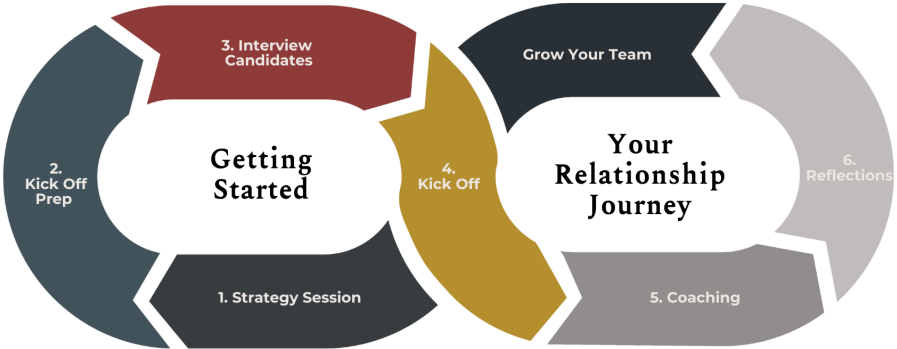
What do we offer?

FAITH
Weekly Bible Studies
Monthly Team Devotionals
Chaplaincy
Prayer Requests Chat

FAMILY
Deployment & Hardship Care Plans
Family & Mom Support Chats
Meetups virtually and in person
Marriage retreat scholarships

FUN
Book Exchanges
Virtual Meet and Greets
Military Family Virtual Meetups
"Just for Fun" Virtual Events

info@hirevausa.com | hirevausa.com | @hirevausa



TREE MANAGEMENT CYCLE

We are dedicated to the ongoing enhancement and management of urban and community forests, ensuring their vitality and sustainability through proactive care and strategic planning.

REVIEW
Identify current tree locations and assess where additional trees are required.

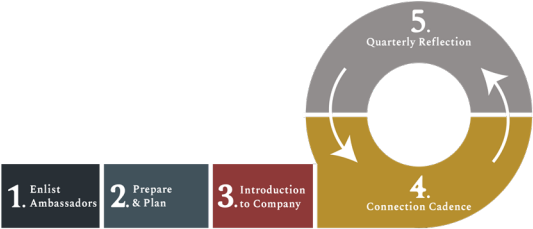
ASSESS
Create strategies to meet specific needs.

PLANT
Position the appropriate tree in the ideal location using proper techniques.

CARE
Provide professional maintenance for existing trees.

SUSTAIN
Promote the ongoing health of your trees or the community forest.

REPURPOSE
Maximize the use of wood that needs to be removed.



1. Enlist Ambassadors

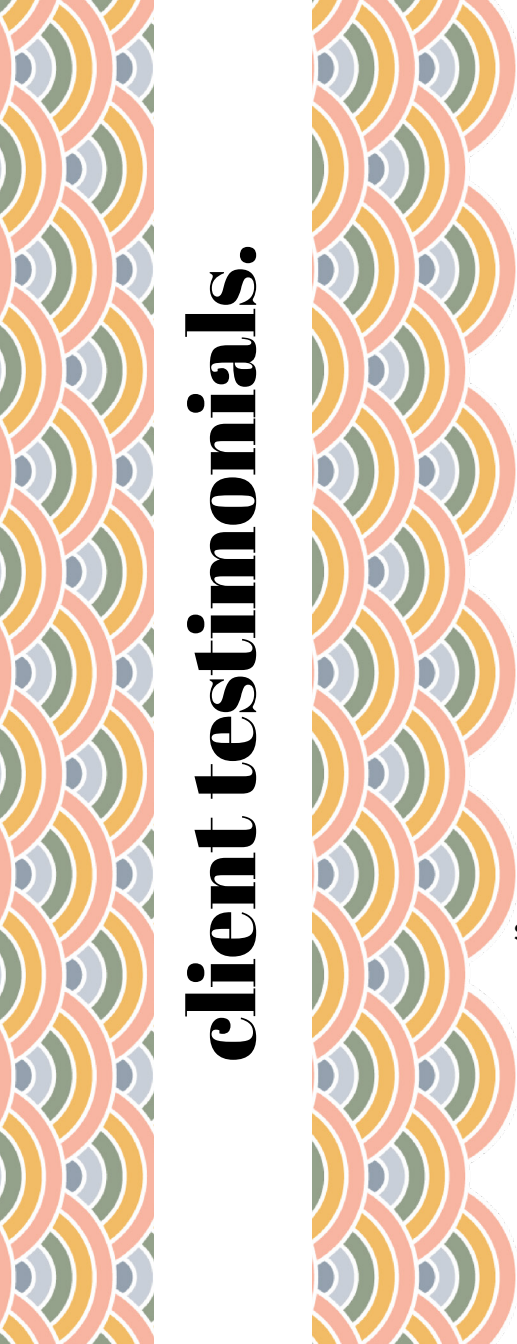
2. Prepare & Plan

3. Introduction to Company

4. Connection Cadence

5. Quarterly Reflection

FOOTHILL TREE SERVICE



client testimonials.

carrie bates

Stephanie did an amazing job at setting up my website. I thought I had a handle on things I was easily getting frustrated. Stephanie clearly understood what I was looking for and created a site beyond my expectations. It's ultra easy to use and it was a seamless experience. I would highly recommend Stephanie for any of your website designs.

zurina ketola

Working with Stephanie was such a great experience. She has an especially great eye for design and layout and made a compelling welcome series for my new email subscribers. She works swiftly, is very responsive and made my job so easy. Would love to work with her again!

makayla fanlo

Stephanie was amazing to work with. She was so patient when it came to creating my website, fixed anything I asked her to, and she was so sweet the entire time! My website looks so stunning and it's so easy to use! I highly recommend you use Geumson Designs for your business!

rachel eslick

I am so thankful to have Stephanie on my team and in my corner. She makes everything look so beautiful for me. I don't have to explain how to do things and if I have an idea she can just run with it. I've learned a lot from her. I can't say enough about her professionalism and how quick she is able to get things done. Her ability to communicate and just fill in the gaps with things I am not able to do - she is able to execute. I can't recommend her enough. Stephanie is AHHMAZING.