



# Stacy Stufft

## COUNSELOR

Stacy Stufft knows how to build reputations and brands. With 12 years of agency experience focusing on consumer goods and b2b companies, she develops communications strategies to connect with critical audiences from employees and local leaders to industry insiders and consumers.

Stacy's scope of work has been diverse and fuels her natural curiosity. She's generated awareness for new products and programs through national, regional and local consumer and trade media relations, special events and trade shows. She's written corporate marketing materials, created social media campaigns, trained spokespeople and developed community relations programs. She's counseled clients during crises, acquisitions and other tough times.

In addition to working with clients, Stacy also has past agency leadership experience that gives her a unique business perspective. She's managed a practice group, established employee policies, balanced budgets and led new business efforts. She knows first hand the importance of timely and consistent communications, transparency and steadfast focus.

### RELEVANT EXPERIENCE:

- " **2009 - Present:** Counselor, Vehr Communications, LLC
- " **2007-2009:** Executive Counsel, Pinger PR at Powers Agency
- " **1997-2007:** Consumer practice Group Lead and Executive Counselor, Dan Pinger Public Relations

### CIVIC INVOLVEMENT:

- " American Marketing Association, Cincinnati Chapter, Marketing Communications Committee

### EDUCATION:

- Bachelor of Arts, Miami University
- " Major: Speech Communications
  - " Major: Public Relations

### CONTACT INFORMATION:

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