



Brianna Downing, M.Ed.

Brianna Downing is a dynamic communications strategist, writer, and designer who has seamlessly blended her creative passions into a meaningful career. As founder of Stoop & Stank, she designs playful yet purpose-driven graphic tees that explore Black pop culture and identity. Unapologetically bold, the shirts feature everything from 90s black girl nostalgia to pop culture sayings, affirmations for Black women, and socially conscious tees advocating for Black boys and men.

With over two decades of experience in marketing communications, Brianna has a proven track record of developing and leading creative marketing projects for nonprofits and small businesses. Most recently, she held the position of VP of Content Strategy and Partnerships for Conceptual Geniuses, a Black-woman-owned boutique graphic design firm in Silver Spring, MD.

In 2017, she founded Stoop & Stank as a side hustle and it has since evolved into a brand that epitomizes the intersection of Blackness and womanhood. For Brianna, it's more than a business; it's a manifestation of her identity and a testament to the diversity and richness of Black experiences. At the core, Brianna uses marketing, design, and Stoop & Stank to give the culture what it's been missing. Her motto, "graphic tees representing who you are, what you love, and what you want to say," perfectly captures the essence of her brand. Brianna holds a B.S. in Public Relations from Syracuse University and a M.Ed. in Sports Management from Temple University. She is originally from Buffalo, NY, and lived in the DC area for several years before making Philadelphia her home. www.stoopandstank.com IG@stoopandstank