

# SHELLEY POWERS

GRAPHIC DESIGNER/ART DIRECTOR/WEB DESIGNER

## PORTFOLIO

FishboneDesignAndMarketing.com

Georgetown, South Carolina  
843.325.3332

shelley.powers13@gmail.com

## PROFESSIONAL SUMMARY

Senior Graphic Design professional with 25+ years experience in Graphic Design, Art Direction and management of print and digital projects from conception through completion. Specializing in all aspects of Print and Web Design, Catalogs and Logos.

## WORK EXPERIENCE

### Fishbone Design and Marketing

**Self-Employed, Freelance Graphic Designer/Senior Art Director • Georgetown, SC • August 2001 - Current**

- Manage all aspects of freelance projects from pitching new business through final design.
- Brochures, Magazine Ads, Billboards, Direct Mail, Logos, Catalogs, Web design including hosting and maintenance, trade show booth signage, digital ad creation, email marketing campaigns, e-commerce.
- Negotiate with vendors and suppliers to achieve cost-effective print projects or web hosting.
- Pitch new business, manage accounts and billing.

### Go2Group Advertising

**Freelance Graphic Designer/Senior Art Director • Pawleys Island, SC • March 2002 - Current**

- Conferred successfully with clients and other team members to complete projects on time.
- Designed advertisement, banner and signage projects from concept to final delivery.
- Brainstormed with team members and special project managers to provide unique concepts and designs.
- Designed new on-brand visual elements to effectively convey concepts and messaging.
- Verified conformance of completed materials against standards and specifications.
- Collaborated with account team to complete projects on tight deadlines.
- Maintained accurate specs by adhering to print and art specification standards.
- Approved art layouts, copy design and illustrative work for publication.
- Brochures, Magazine Ads, Billboards, Direct Mail, Logos, Branding, Trade Show Booth Visuals, Web Design, Client Presentation Design, Email Marketing Campaigns and Business-to-Business Presentations.

### LHWH Advertising & PR

**Art Director • Myrtle Beach, SC • December 1999 – July 2001**

- Collaborated with account team to complete projects on tight deadlines.
- Brochures, Magazine Ads, Billboards, Direct Mail and Annual Reports.
- Maintained accurate specs by adhering to print and art specification standards.

### Rawle Murdy Advertising & PR

**Freelance Graphic Designer • Charleston, SC • November 1998 - December 1999**

- Brochures, Magazine Ads, Billboards, Direct Mail and Annual Reports, Restaurant Menus & Branding.

### WestWayne Advertising

**Studio Arts, Graphic Designer & Art Director – Atlanta, GA (currently 22squared) Fall 1995 - 1999**

- Print & Brochure Design, Magazine Ads, Billboards, Client Presentation Design

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## EDUCATION

University of South Carolina Columbia, SC

Some College (No Degree) Major: Studio Arts

## SKILLS & EXPERTISE

Proficient in Adobe Creative Suite • Photoshop, InDesign & Illustrator

Web Design/Management & Maintenance • Wordpress + Beaver Builder Web Builder

Godaddy Business Hosting

Email Marketing • SendInBlue, Constant Contact & Mail Chimp

Branding & Identity

Social Media Management & Design • Facebook, Instagram, LinkedIn, Twitter

Shopify • E-Commerce

Unbound • Building Website Landing Pages

## REFERENCES AVAILABLE UPON REQUEST