

SHELLEY POWERS

GRAPHIC DESIGNER/ART DIRECTOR/WEB DESIGNER

PORTFOLIO

FishboneDesignAndMarketing.com

shelleyp@fishbonedesignandmarketing.com

843.325.3332

Georgetown, South Carolina

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