



Graphic Designer / Creative Director

561 | 909 | 8734

www.se-designsinc.com

shanna@se-designsinc.com

http://linkd.in/1DEpjeF

With nearly 20 years of experience in the fields of Marketing and Design, I'm passionate about bringing ideas to life through thoughtful design and strategic planning. I value collaboration and thrive in team environments, where my attention to detail, creativity, and organizational skills can help shape compelling visual stories. I take pride in being a reliable, dedicated partner, and strong leader always striving to create work that not only meets but exceeds expectations.

Education

2005 - 2008
Bachelor of Fine Arts, Graphic Design
Magna Cum Laude
Florida Atlantic University
Boca Raton, FL

Proficiencies

InDesign	●●●●●●●●●●
Illustrator	●●●●●●●●●●
Photoshop	●●●●●●●●●●
Adobe Acrobat	●●●●●●●●●●
Microsoft365	●●●●●●●●○
WorkFront	●●●●●●●●○
After Effects	●●●●●●●○○
Canva	●●●●●●●●○

Hobbies

Painting, crocheting, knitting, reading, home decorating

Employment

2008 - Present: Vice President, Creative & Brand Strategy

Jewish Federation of South Palm Beach County | Boca Raton, FL

- Lead a team of in-house graphic designers, web and UX designers, email and social media managers, copywriters and media relations/PR managers to produce over 1,800 projects in a calendar year in a collaborative, productive work environment, often under tight deadlines.
- Establish relationships with contract designers, copywriters, printers, videographers and web developers to collaborate on large-scale marketing campaigns
- Developed a project management system to improve workflow and ensure all projects stay under budget and follow deadlines
- Strategized and created brand awareness campaigns that helped increase organizational reach in the Boca Raton, Delray Beach and Highland Beach communities
- Created a social media presence across multiple platforms to increase engagement with reach, engagement and follows increasing exponentially month to month
- Work together with the event management team to create experiential marketing for over 200 events in a fiscal year

2004 - Present: Freelance Graphic Designer/Creative Director

Nationwide

- Built a relationship with over three dozen clients ranging from nonprofit organizations to real estate developers and Fortune 500 companies
- Developed and created marketing materials ranging from multi-page brochures, invitations, logo/brands, signage, direct mail, web and email communications and social media graphics

2005 - 2008: Senior Art Production/Design Specialist

Florida Atlantic University | Boca Raton, FL

- Responsible for designing various marketing materials across seven FAU campuses
- Designed marketing campaigns from conception to completion from internal communications to large scale awareness campaigns designed to recruit new students from across the globe
- Developed multiple assets for the 2007 Presidential Debate hosted on the FAU Boca Raton campus

Awards

2011: Gold & Silver ADDY Awards

Ad Fed of Greater Fort Lauderdale

2014: Silver ADDY Award

Ad Fed of Greater Fort Lauderdale

2012: Gold & Silver ADDY Awards

Ad Fed of Greater Fort Lauderdale

2015: Gold & Two Silver ADDY Awards

Ad Fed of Greater Fort Lauderdale

2013: Silver ADDY Award

Ad Fed of Greater Fort Lauderdale

2016: Silver ADDY Award

Ad Fed of Greater Fort Lauderdale

2014: James H. Nobil

Professional Achievement Award

Jewish Federation of South Palm Beach County