

SHAUN WHITWORTH

Designer. Developer. Digital Strategist.

WORK EXPERIENCES

System Support Specialist II 2014-Present

Texas State University

Created content offering from the ground up for the University Bookstore at Texas State, including formulating social media strategy, digital strategy, and deliverables.

Created website content, SEO strategies and edited partner sites, generating revenue up to \$1 million dollars this year.

Developed partnerships for content generation and syndication for the Higher Education cohort.

Managed and maintained relationships with business clients and brand stakeholders.

Developed a distinct tone and style for the content-based analysis on social media and Google Analytics.

Created content and adapted existing content to web-friendly format; created and maintained the logical structure of the content.

Served as Web Content Administrator; Maintenance, Updates, and Corrections to University Bookstore site.

Created internal and external social media marketing campaigns within deadlines and expectations for all Texas State audiences.

Owner 2008-Present

Shaun Whitworth Photography + Design

Photography/Videography -Landscape, Architecture, Event, Wedding, Photo Retouch,

Visual Design -Print Publication, Brand Identity, Brochures, Business Card, Prototyping and wireframe, Wordpress, SEO optimization, Social Media.

Freelance Visual Designer / 2012- Present Developer

Develop, Design, and customize visual design elements for SMB sales and advertising.

Translate strategic business requirements and wireframes into new website functionality.

Drove traffic to websites by implementing Search Engine Optimization strategies.

Managed client database driven websites from planning state to full implementation.

Designed and created wireframe and mockups to customer specs.

PERSONAL STATEMENT

I am a creative self-starter with a high attention to detail. I have a proven track record of successfully delivering innovative solutions & new possibilities in the fields of design, web development, and digital strategy. I work meticulously to improve and develop an enriching experience for all users.

EDUCATION

Bachelor of Fine Arts (B.F.A.), Photography 2005-2009

Texas State University

Minor in Anthropology
Activities and Societies: FSS Diversity Committee

Associate of Arts (A.A.) Design and Visual Communications, General 2003-2005

San Antonio College

SKILLS

HTML5 / CCS3



JavaScript



eCommerce



Wireframing / Prototyping



User / Usability Testing



Content Development



Information Architecture



Digital Marketing



Adobe Creative Cloud



LINKEDIN
ShaunWhitworth

CONTACT

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