



GRAPHIC DESIGNER

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January 12, 2014

VI Marketing and Branding
1910 Main Street
Kansas City, MO 64108

Dear VI Marketing and Branding Hiring Professional,

If you are looking for a dedicated, ambitious, and enthusiastic creative thinker, I am the girl for you. I am a Graphic Designer with a minor in Advertising who is applying for a creative position on the VI Marketing and Branding team.

I have learned a great deal about Graphic Design throughout my college career in the Iowa State University Design program and I am excited to have the opportunity to take on new challenges. In addition to my studies, I have participated in various clubs, served on many committees, and worked as both an intern and an individual contractor for BIGSHOT Interactive- Integrated Marketing Studio in Kansas City.

My experiences with BIGSHOT allowed me to communicate with clients, work with various types of companies, and create graphics for both print and web. As the Iowa State Dance Marathon Public Relations Co-Director, I gained a variety of leadership and creative skills. Being a member of the executive team provided me with the opportunity to lead a committee, capitalize on social media, work with print companies, and design all of the branding & merchandise for the organization. I have enjoyed all of the opportunities I have had at Iowa State and am eager to further my knowledge in this creative industry. I believe VI Marketing and Branding would be the perfect venue for that.

I have no doubt that my desire and passion to succeed in Graphic Design would be a great asset to your company and creative team. I believe my strong work ethic, positive attitude, dependability and creative ideas would provide a rewarding outcome for both of us. I would love to use my knowledge of Adobe software, branding & identity systems, and strong desire for strategic planning to help create graphics for your company.

I have attached my resumé for your review. I also have a link that is located at the top of this letter that will take you to my online portfolio. Since I discovered VI Marketing and Branding I have done a lot of research about your line of work and clients. I am very interested in working for your company and learning more about what you do.

I hope you will consider me for a creative position at VI Marketing and Branding. I look forward to hearing from you and having the opportunity to discuss my qualifications in more detail. Thank you for your time.

Sincerely,

Shayla Watterson

SW

SHAYLA WATTERSON

EDUCATION

IOWA STATE UNIVERSITY
BFA in Graphic Design
Minor in Advertising
Graduation Date- May 2014

EXPERIENCE

BIGSHOT INTERACTIVE- KANSAS CITY, MO
Summer Contractor/Intern-Graphic Designer 2013- May 2014

ISU FREDERIKSEN COURT APARTMENTS
Event Designer for the campus apartment complex May 2012- May 2014

MEREDITH CORPORATION- DES MOINES, IA
Worked closely with Meredith Designers on Editorial Layouts

IOWA STATE PRACTICUM COURSE
Designed for clients in the Ames area [Friendship Force of Central Iowa, Ames Figure Skating Club, & ISU Kids Camp]

IOWA STATE DANCE MARATHON
Public Relations & Graphic Design Executive Co-Director

IOWA STATE UNIVERSITY FASHION SHOW
Art Direction Committee Member

TREND MAGAZINE
Editorial Designer

GRAPHIC DESIGN STUDENT ASSOCIATION
GDSA Club Member

SIOUX CITY PUBLIC MUSEUM
Front Desk Attendent & Gift Shop Clerk

SOFTWARE

Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Adobe Dreamweaver
Microsoft Suite

REFERENCES

JEFF HENRY
BIGSHOT Interactive CEO
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ANDREA QUAM
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MICHAEL BUGEJA
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CONTACT ME

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