



# Shelby N. Simmelink

## Visual Communications

### EDUCATION

#### Bachelor of Arts | Visual Communication Design

Eastern Washington University | Cheney, WA

Minor | Art

#### Associates of Arts | Multi/Interdisciplinary Studies

Fullerton College | Fullerton, CA

Emphasis | Social Behavior and Self-Development

### EXPERIENCE

#### Marketing Manager

Jan. 2016 – Feb. 2018

Cobra BEC, Inc. | Spokane, WA

As directed by the Chief Operating Officer, coordinated with departments to aid in the development and production of marketing collateral, signage and advertising.

Spearheaded the implementation of companywide online clothing store. Hand selected professional work wear. Managed orders, payments and product quality.

Created and distributed quarterly company-wide employee newsletter.

Utilized DSLR camera, DJI drone, apps and mobile devices to photograph, edit and produce website, marketing material and social media content.

Maintained brand integrity with creating and designing marketing material for tradeshow, website project profiles, external and internal marketing pieces.

Created and maintained informative content for company website.

In collaboration with HR Development, social media platform posts were developed, and created, focusing on each branch successes, projects, and company news.

Coordinated 4 separate annual holiday events for 200 employees in different offices in the Western United States (Spokane, Seattle, Boise, Portland).

Companywide Design Support.

Maintained annual company pre-qualifications for job bids and good standing with general contractors.

Coordinated companywide 3-day office retreat (including event and schedule coordination/organization) for 5 offices across the Western United States (Spokane, Seattle, Portland, Boise, Texas).

### SKILLS

Image Composition

Image Editing

Technical Printing

Brand Identity

Video Editing

Kinetic Typography

Typography

HTML

CSS

WordPress

Event Planning

Web design and management

Social Media Analysis and Engagement



## Shelby N. Simmelink

### Visual Communications

#### Lead Information Technology Lab Consultant

Sep. 2014 – Jun. 2016

Eastern Washington University | Cheney, WA

Equip fellow peers and Eastern Washington University (EWU) students with knowledge and understanding of Adobe Creative Suite/Cloud

Consulted on major university projects across various educational studies.

Specialized in video, photo and sound editing.

Assisting printing with Konica Minolta, large format printers (3', 5', 7' prints) and trouble shoot all printers.

Promoted to Lead position (manager) after 1 years.

Developed and created print and video informational marketing material for technology lab.

Manage timesheets for all lab consultants, track changes and submit bi-monthly payroll.

Coordinate and develop quarterly schedule for lab consultants.

Develop and send out weekly internal communications to employees.

#### Admissions Marketing Intern

Sep. 2014 – Mar. 2015

Eastern Washington University | Cheney, WA

Utilized apps and mobile device to photograph, edit and produce social content.

Respond to comments on social media platforms and coordinate with supervisor for follow up.

Planned/calendared scheduled social media posts.

Design, Build and maintain social media presence while developing innovative and creative media content across social media platform

Analyze Social Media engagement and create reports.

Analyze brand awareness and effectiveness across multiple platforms.

Developed report regarding current brand image and strategized future social media content for higher success rate in engagement.

#### TOOLS & SOFTWARE

##### Adobe Creative Cloud

InDesign

Photoshop

Illustrator

Bridge

After Effects

Premier Pro

##### Microsoft Office

Word

Outlook

Powerpoint

Excel

Publisher

##### Quark Xpress 7



## **Shelby N. Simmelink**

### Visual Communications

#### **Graphic Designer**

Dec. 2012 – Aug. 2015

Pacific Graphics/Fast Action Bindery | Irvine, CA

Worked closely along side the Art Director to produce athletic programs for one of the largest Catholic high schools in the United States.

Creative problem solver for program covers, pages and advertising concepts.

Assisted in print production of programs and medical product instructionals.

#### **AWARDS**

**Sigma Alpha Lambda National Honors Organization New Member**

August 2015

#### **PROFESSIONAL MEMBERSHIPS**

**Sigma Alpha Lambda National Honors Organization, President**

Jan. 2015 – June 2016

#### **REFERENCES**

*Available Upon Request*