

# SHELBY SIMMELINK

Visual Communication | Graphic Design | Marketing

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## EDUCATION

Bachelor of Arts –  
Visual Communication Design  
*Eastern Washington University*

Associates of Arts -  
Interdisciplinary Studies  
Social Behavior & Self-Development  
*Fullerton College*

## SKILLS

Adobe Creative Cloud (Intermediate)  
Microsoft Office (Intermediate)  
Word Press / Divi Builder  
Hoot Suite  
Problem Solving  
Adaptive  
Collaborative

## EXPERIENCE

**Marketing Specialist** | June 2018 – Present

*Chaplaincy Health Care*

- Responsible for creating and publishing high-quality, engaging, and effective printed pieces (brochures, flyers, posters), graphics for social media campaigns, fundraising campaigns and events, website landing pages, and e-newsletters.
- Assist in the execution of marketing related strategic plan goals.
- Implement brand's social media strategy by creating and manage social media content utilizing Facebook, Linked In and Instagram. Measure the success of digital marketing and social media campaigns.
- Proposed, enacted, and maintain website optimization: imagery, user experience, content development.
- Work with partner advertising agency to coordinate design projects, media placement, web design and video production.

**Marketing Manager** | January 2016 – February 2018

*Cobra BEC, Inc.*

- Maintained brand integrity with creating and designing marketing material for trade shows, website project profiles, external and internal marketing pieces.
- Development and production of marketing collateral, signage and advertising.
- Utilized DSLR camera, DJI drone, applications and mobile devices to photograph, edit and produce website marketing material and social media content.
- Spearheaded the implementation of company-wide online clothing store.

**Lead Information Technology Lab Consultant** | September 2014 – June 2016

*Eastern Washington University, JFK Library*

- Equipped Eastern Washington University students with knowledge and understanding of Adobe Creative Suite/Cloud; specializing in video, photo and sound editing.
- Consulted on major university projects across various educational studies.
- Developed and created print and video informational marketing material for technology lab and weekly internal communications to consultants.
- Operated 5 printers in the lab (including photo print and large format printers)

**Admissions Marketing Intern** | September 2014 – March 2015

*Eastern Washington University, Admissions*

- Maintained social media presence while developing content for social media platforms (Facebook, Instagram, twitter).
- Analyzed and reported on brand awareness and effectiveness across multiple social media platforms and web presence while strategizing future content.

**Graphic Designer** | December 2012 – August 2015

*Pacific Graphics/Fast Action Bindery*

- Collaborated with Art Director to produce athletic programs for Mater Dei High School in Southern California.
- Creative problem solver for advertising concepts and program content.
- Oversaw print production of athletic programs.