

CONTACT

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EDUCATION

MASTER OF SCIENCE

GRAPHIC INFORMATION

Arizona State University

2023- *Summa Cum Laude*

BACHELOR OF FINE ARTS

University of Kentucky

2012 - 2016

AREAS OF EXPERTISE

Marketing Campaigns
Creative Development
Print and Digital Design
Social Media Management
Cross-functional Alignment
Brand Development
Strategic Planning
Team Leadership
Website Management
Detail-driven
Resource Optimization
Email & SMS Campaigns
Influential Communications
Market Analysis
UI/UX Design
Revenue Tracking
Deadline Management
Budget Development

PROFICIENCIES

Adobe Illustrator
Adobe Photoshop
Adobe InDesign
Adobe XD
Asana
Pinterest
Figma
Google Ads
Google Analytics
Klaviyo
Matterport Photography
Meta
Shopify
SMS Marketing
WordPress

SHELBY McLAUGHLIN

DESIGN & MARKETING

SUMMARY

Visionary marketing and design professional with extensive experience creating and implementing multi-channel marketing campaigns to enhance an organization's brand vision and message. Leverages data insights and metrics to inform long-term creative and business decisions. Develops internal and external communications that engage the targeted audience, effectively describe, and professionally promote visual branding elements and products.

EXPERIENCE

HESTER & COOK DESIGN GROUP

Marketing Manager | 2023 - Present

Marketing Designer | 2021 - 2023

- Increased e-commerce traffic and boosted email marketing list by 48% through strategic campaigns and joint partnerships.
- Designed multi-channel marketing campaigns and materials such as email newsletters, SMS promotions, social media ads, and print collateral.
- Architected high-level tabletop design with Fortune 500 entity, Dillard's, for the 2022 Christmas collection.
- Spearheaded campaign development across wholesale, retail, and local marketing channels, remaining current on trends.
- Managed social media accounts such as Instagram to showcase products and collaborations with top social media influencers, increasing followers and engagement.
- Created trade show marketing materials, such as catalogs, to capitalize on potential growth opportunities that drive revenue growth.

DALAMAR HOMES

Marketing Manager | 2017 - 2021

Design Coordinator | 2017

- Improved website visits by 52% and enhanced social media followers by 28% in 2020.
- Introduced a new SEO strategy, developing scalable marketing solutions company-wide to transform brand vision while aligning with the company's core values.
- Spearheaded visual brand refreshment, including logo, brand guide, and all client-facing materials.
- Entrusted to create marketing materials for organization's subsidiaries, including 3D Design Center and Blufin Pools.

RITZ CARLTON YACHT COLLECTION

Contracted Design Professional | 2019 - 2020

- Identified source images and developed key design materials to advertise numerous yacht excursions.