

## My Experience

### Addicted Jeans Store & Mary's/ Addictedchic.com

Clinton NJ, November 2015 to present

#### Website Manager, Graphic Designer

Design all print collateral including brochures, postcards, posters, flyers, and business cards for a women's fashion boutique, maintaining brand identity through cataloging of images and fonts. Assist store owner with creation of weekly store promotions and marketing materials, including the design of emails in Constant Contact, the writing of text messages on EZ Texting, and the placement of corresponding Facebook posts. Maintain contact lists on Constant Contact. Responsible for maintenance of the online store on a Wordpress e-commerce website. Duties include uploading new product, coordinating with inventory, designing sliders and ads, writing text, and preparing photos for insertion on web pages. Provide website customer service as needed. Monitor orders and ship product. Assist in store sales when necessary.

### Creative Mind Consulting Group

Montclair, NJ, June 2010 to November 2015

#### Graphic Designer

Responsible for research and creation of comps and designs for various clients of the design agency, from participation in concept development and establishment of project objectives, research, purchase of stock photography, creation of any necessary vector illustrations and icons, production of multiple comps, execution of graphic design, and production of the final project, including preparation for print or web development. Managed email ad campaigns and image and text updates for various websites. Design projects included branding, posters, magazine ads, brochures, newsletters, web pages, email ads, banner ads, billboards and logos. Supervised interns as needed.

## My Freelance Work

### Clinton United Methodist Church

Clinton, NJ, July 2010 to Present

Design and layout of monthly church newsletter in InDesign, adhering to monthly deadlines.

Created slides for worship services using Photoshop and Powerpoint. Created logo and brochure for Capital Campaign.

## My Memberships

Graphic Artists Guild



## My Education

### AAS, Graphic Design

County College of Morris  
Randolph, NJ

### BA, Fine Arts BA, Economics

College of William & Mary  
Williamsburg, VA



## My Skills



## Let's Talk!

9 Coachman Drive  
Hampton, NJ 08827  
908-202-1197

shelley@skaysdesign.com

View my website: [skaysdesign.com](http://skaysdesign.com)

