



SHELBY CRAW

COPYWRITER
WEB DESIGNER
DIGITAL MARKETER
GRAPHIC DESIGNER
ADVERTISING SPECIALIST
CREATIVE DIRECTOR

CONTACT

 ShelbyCrow.com

 CrawShelby@gmail.com

EDUCATION



CREIGHTON UNIVERSITY

2008
TO
2012

GPA: 3.95 Omaha, NE

Summa Cum Laude

B.A. Graphic Design

B.A. Journalism (Advertising)

SKILLS

- Adobe Illustrator
- Adobe InDesign
- Adobe Photoshop
- Adobe Dreamweaver
- Apple Motion
- Microsoft Office
- HTML/CSS
- Copywriting
- Digital Marketing
- Branding
- Social Media Mgmt
- Marketing Analysis
- English
- Spanish
- French

STATEMENT

First and foremost, I am a problem solver. We often have a great deal of information to disseminate to the public, with limited means to do so. As a graphic designer, I offer solutions to that common problem. What drives me? Visually communicating a message in a way that is clear, concise, and extremely aesthetically-pleasing. My modus operandi is to cultivate a working process that will maximize efficiency in the final product, without ever sacrificing quality.

EXPERIENCE

2018
TO
2023
(CURRENT)

CREATIVE DIRECTOR

Radiological Imaging Technology, Inc. | Colo Spgs, CO

I provide strategic and conceptual leadership of all creative duties. I manage and update the company image to exceed industry standards. I frequently evaluate the performance of all creative and marketing campaigns, when possible, and ensure that they are in line with the sales goals of the company. I manage the company's creative pipeline to ensure projects stay on track and are completed on time, and follow up with detailed analyses on ad/marketing material performance.

2016
TO
2018

DESIGN & ADVERTISING SPECIALIST

Radiological Imaging Technology, Inc. | Colo Spgs, CO

My responsibilities included: web design and development with CMS/CRM integration, B2B marketing, content creation, copywriting, creating ad campaigns, identity/branding, marketing research, software GUI design, video (and motion graphics) production, social media management, trade show booth design, event planning, and graphic design on a wide variety of media. I advised and produced aesthetic solutions for the software's GUI. I edited and wrote original copy for all marketing materials, and technical documents, adhering to strict regulatory standards.

2012
TO
2016

GRAPHIC ARTIST

Image Market | Omaha, NE

As a top performer within the art department, I fulfilled orders for designs on apparel for high schools, universities, professional offices and other groups throughout the world in a highly efficient and quality manner, consistently completing up to 100 orders in a single day. I created new designs to be featured on the company website and customized designs requested by customers using Illustrator. I prepped and converted files for screen printing for the production staff.