



CONTACT

Portfolio:
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719.651.8052

EDUCATION



CREIGHTON UNIVERSITY

2008 TO 2012 GPA: 3.95 Omaha, NE
Summa Cum Laude
B.A. Journalism
B.A. Graphic Design

SKILLS

- Adobe Creative Suite
- Copywriting
- Web Design (CMS)
- Digital B2B Marketing
- Project Management
- Microsoft Office
- Process Optimization
- Branding & Strategy
- CRM & Email Marketing
- Social Media Management
- Marketing Analysis
- Canva
- Video Editing
- Motion Graphics
- SEO
- English
- Spanish
- French

SHELBY CRAW

COPYWRITER
WEB DESIGNER
DIGITAL MARKETER
GRAPHIC DESIGNER
ADVERTISING SPECIALIST
CREATIVE DIRECTOR

STATEMENT

As a creative problem-solver, I specialize in distilling complex information into high-impact communications that maximize limited resources. My work is built on the foundation that peak efficiency and uncompromising quality are not mutually exclusive. As a full-stack creative, I build assets that drive results, managing the entire campaign lifecycle, from initial concept and copywriting, to design, conversion analysis, and performance optimization. I thrive in environments with high-stakes, complex, and highly regulated subject matter. I am passionate about work that matters. My goal is to connect high-level strategy with human-centered, meaningful impact.

EXPERIENCE

2018 TO 2026 (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 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 interacted with customers frequently, maintaining professional decorum.

For information on additional positions, please visit: [linkedin.com/in/shelby-craw](https://www.linkedin.com/in/shelby-craw)