

Valerie Shawhan

graphic artist

Multi-talented Graphic Artist with extensive experience in marketing, print design, & multimedia. Dynamic team player with well-developed written & verbal communication abilities. Detail oriented, with a comprehensive understanding of Adobe Creative Suite, Photoshop, InDesign, & Illustrator. Accustomed to performing in deadline-driven environments with an emphasis on working within budget requirements. Creative experience in the following:

achievements

In 2004 I earned an Associates Degree in Graphic Design & graduated with honors from the International Academy of Design & Technology (IADT) in Tampa, FL.

technical skills

Over 15 years of experience using design, typography, photography, & design layout to translate marketing strategies into creative solutions.

leadership

- **2016-Present** - Works remotely as Lead Artist for Smyrna Life & Daytona Life Magazines. Responsible for page layout & creating overall eye-catching designs for our clients.
- **2015-Present** - Works remotely as Lead Artist for Flip'n Hot Deals & REACH Florida. Responsible for training, supervising staff, & creating eye-catching ads & the overall look of magazines. - <http://flipnhotdeals.com/>
- **2008-2011** - Lead Artist for GSP Marketing Technologies, Inc. Responsible for creating all ads for Circle K, Flash Foods, Tesoro, & Tetco.

key projects

Logos: Created logos, corporate brands, sales collaterals, catalogs, client presentations, newsletters & processed camera ready advertisements. Solafeet logo - <https://youtu.be/YaczapYZh1Y> ; Tarpon Point Nursing logo - <http://tarponpointnursing.com>

Campaigns: Created the overall look of marketing campaigns for clients such as: Freedom Campaign & Rewards Campaign for Tetco; the Pink Army Campaign & the Experience Campaign for Florida Hospital.

work experience

Lead Graphic Artist (Remote), Flip'n Hot Deals & PREMIER Florida, Port Orange, FL **2015-Present**

- Executes creative designs including layout, color selection & illustrations for all marketing collateral.
- Plans & designs graphic images, participating in the development of all printed & electronic/web-based materials.
- Collaborates with PR, Sales & Marketing Managers to design new advertisements & provide creative assets.

Lead Graphic Artist (Remote), Smyrna Life & Daytona Life Magazine, New Smyrna Beach, FL **2016-2019**

- Develops creative, eye-catching designs, layouts & sales ads for magazines.
- Performs all photo editing, manipulation & illustrations at an expert level.
- Ensures that all magazines are produced in time to meet strict deadlines.

Graphic Artist, Florida Hospital, Ormond Beach, FL **2012-2013**

- Delivered high-quality designs within strict deadline & budget driven environments.
- Collaborated with Art Department Manager & staff on concept development & production of all campaigns.
- Conceived print advertising strategies, marketing materials & assets for ads, brochures, logo design, print newsletter design, direct mail campaigns, web pages, billboards, & email blasts for all five Florida Hospitals in Volusia County.

Graphic Artist, GSP Marketing Technologies, Inc., Clearwater, FL **2008-2011**

- Provided complete art direction & print management for national campaigns.
- Collaborated with Account Executives to produce marketing materials including advertisements, coupons, promotional items & posters for clients.
- Added value & quality to marketing campaigns, brand identities, product launches, promotional ads & monthly orders.