



SHANELLE MARSH

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WHO AM I

Detail-oriented Designer and Art Director with over a decade of experience crafting compelling visual identities, campaigns, and brand narratives across digital and print media. Proven ability to lead design teams, manage cross-functional projects, and deliver innovative solutions that align with business goals. Expert in Adobe Creative Suite, brand strategy, and visual storytelling, with a strong track record of elevating brand presence and engaging audiences through impactful design.

SOFTWARE

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe After Effects
- Adobe XD
- Sketch
- Figma
- PowerPoint
- Keynote

EXPERIENCE

ZIMMERMAN ADVERTISING | PRODUCTION ARTIST **2023 - PRESENT**

- Create marketing deliverables for high-profile clients including KAY Jewelers, AutoNation, McDonald's, Five Below, Jet's Pizza, Office Depot, JetBlue Travel, Urban Air, Amerant and Kane's Furniture.
- Develop artboards and provide direction for TV spots and online videos.
- Collaborate with a creative team to conceptualize, execute and present multimedia campaigns.
- Mentor interns.

CITY FURNITURE | SR. COMMUNICATION DESIGNER **2018 - 2023**

- Designed and developed marketing assets for print, digital, social media, and email campaigns.
- Led the creative development of quarterly catalogs.
- Created animated videos using Adobe After Effects.

BRANDSTAR | SR. GRAPHIC DESIGNER **2014 - 2018**

- Partnered with copywriters and strategists to produce successful cross-channel campaigns.
- Created social media campaigns, advertisements, and web assets for Lifetime TV shows.
- Maintained multiple websites.
- Mentored junior designers and provided creative direction.

FIRST SERVICE RESIDENTIAL | WEB DESIGNER **2012 - 2013**

- Redesigned corporate websites and created new mobile templates.
- Coded and updated HTML/CSS for digital platforms.

SPEEDY PRINT | GRAPHIC DESIGNER **2010 - 2011**

- Designed promotional materials including business cards, flyers, banners, and logos.
- Provided direct client services and managed custom print requests.

EDUCATION

THE ART INSTITUTE OF FORT LAUDERDALE, FL

- Bachelor of Science in Advertising **MARCH 2014**
- Associate of Science in Web & Interactive Media **DECEMBER 2011**
- Bachelor of Science in Graphic Design **MARCH 2010**