

# Shane Shine

**Creative Designer with 10+ years of proven experience helping build brand loyalty while increasing revenue, sales, and customers.**

As a leader/mentor in multiple markets with the goal of bringing storytelling, products, and platforms together, I lead projects from concept through production and push relentlessly to make the work impactful and influential.

## SENIOR GRAPHIC DESIGNER

Freelance | Sept 2023 - PRESENT

- Work with 30+ startups, small to medium-sized businesses, and non-profits assisting with brand development, marketing strategy, and graphic designs.

## CREATIVE DIRECTOR

Jupiter 360 | Apr 2022 - Sep 2023

- In charge of two in-house and 11 client brand lines
- Brand analysis: SWOT, demographics, SEO, top-down inbound funnel, outbound tactics, target marketing, and consumer personas
- Brand development, direction/strategy on brand voice, colors, imagery, fonts, graphic devices, and target demographics
- Outbound communication strategy/development/budgeting, digital advertising/marketing as well as PR, and guerrilla marketing campaigns
- Design of materials for digital advertising, digital outreach, social media, event/general collateral, web graphics, motion graphics
- Art direction for photography

## DIRECTOR of MARKETING

NW Primary Care | Apr 2020 - Mar 2022

- Increased new patients by 40%
- Managed a \$230k marketing budget
- Planned and developed digital, print, email, and clinic advertising
- Oversaw implementation of Reputation Management and Patient Experience programs increasing customer satisfaction by 45%
- Increased customer digital engagement by 35%
- Responsible for marketing for 9 locations and 4 businesses

## CREATIVE DIRECTOR

Portland Local Marketing INC | Jan 2017 - Mar 2020



- Created strategic marketing and business development plans and oversaw implementation for more than 27 clients
- Website design (12 sites) and maintenance
- Branding & Rebranding
- Designed print and digital marketing materials

## EDUCATION

BS - Biology (Pre-Med) 2007 - 2012  
Portland State University

### Certifications

Digital Marketing Mar 2021  
Inbound Marketing Apr 2022  
Growth-Driven Design Feb 2023  
Content Marketing Jun 2023

agirlnamedshane@gmail.com   
(971) 888-0795   
www.agirlnamedshane.com 