



## who

Shelly Jackman, Graphic Designer with 5 years professional experience. Successful in advertising and retail marketing with conceptual design and production in integrated campaigns and promotions, direct mail, advertisements and branding. Ambitious to utilize my talent for art and design as an accomplished designer. Whether it's on paper, in digital, or simply a weekend craft... I love to create!

## what

- Create magic in Adobe CS4 (AI, ID, PS); Quark, Dreamweaver, HTML/CSS and work on a  or 
- Proficient in Microsoft Word, Excel, Powerpoint, Lotus, Entourage
- Art Direction experience for brand management, point of purchase display, sales promotions, and retail apparel design
- Account Executive experience with product sourcing and pricing for sales promotions and direct customer contact on design
- Spectacular conceptual skills, strategic and dynamic thinker
- Exceptional layout, logo and publication design, and broad knowledge of printing techniques with a diverse portfolio
- Creative, motivated, multi-tasker and "can do" team player
- Five years of professional design work and freelance
- Background in marketing & advertising with agency experience
- Recognized and awarded for creativity & design (more than once!)
- Examples of work viewable at [www.swiftandnine.com](http://www.swiftandnine.com)
- Several references available at [linkedin.com/in/shellyjackman](http://linkedin.com/in/shellyjackman)

## when

2004 - 2008

The Art Institute of Dallas; Dallas, Texas

Degree: Bachelors of Fine Arts, Graphic Design

Awarded: Graphic Design Departmental Scholarship, 2006

Best Advertising Campaigns, Portfolio Show 2007

Groups: AIGA, Dallas Society for Visual Communicators

## where

Half Price Books Corporate; Dallas, TX

Contract Graphic Designer, 3.11 - 6.11

- Designing in store promotional signage, direct mail, event and grand opening print materials for all US retail stores.

Sally Beauty Company; Denton, TX

Contract Graphic Designer, 8.10 - 3.11

- Designing store flyers, coupons, large format signs, direct mail and various packaging and event/marketing materials for the retail stores in the US, CAN, and Puerto Rico markets.

Euro RSCG | 4D Impact; Plano, TX

Graphic Designer/Art Director, 1.09 - 6.10

- Art Direction and project management for Impact Team
- POS display design, print apparel design, corporate invitations, brand management and logo development, print publication and advertisements, e-blasts, website design, product photography, webstore support, mail campaigns, sweepstakes design, etc.
- Conceptual design and project planning
- Direct client interaction with Account Exec. experience
- Key client design; McAfee, Hewlett Packard, KDC, Sprint

HRsmart, Richardson, TX (Talent Management Software)

Graphic Designer, 1.08 - 11.08

- Creating and designing trade show materials, email and ad campaigns, web and sales collateral, internal/external marketing and learning brochures for software use
- Developed and implemented new branding guide for global use
- Managed online marketing database for international sales, resellers, and internal documents
- Awarded for creativity & innovation 07/08
- Awarded for performance 07/08