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EMPLOYMENT

Creative Manager | *MHI* | 2014 - Present

Manage four brands in a B2B environment. Offer marketing support for five internal departments and 18 industry groups. Develop visual solutions to complex business ideas, in print and digital formats. Lead and direct work of others, ensuring deadlines are met. Research and implement improvement workflow processes for quicker turnaround. Stay current on design and technology trends. Manage outside vendors and agencies. Additional responsibilities include web design and front-end development for eight websites. Report directly to VP of Marketing.

Web Designer / Developer | *MHI* | 2010 - 2014

Responsible for the design, front-end development, enhancement, debugging and maintenance of eight websites. Create functional user interfaces using modern front-end libraries/frameworks, design patterns and guidelines while ensuring cross-device, cross-browser compatibility and performance goals are met. Develop creative technical solutions using best practices and W3C web standards. Mobile first thinking with use of responsive design concepts and methodologies. HTML email design and development using responsive email frameworks. Continue self-improvement through learning and development.

Owner / Designer | *Amy Shelton Designs* | 2005 - 2010

Provide small businesses with creative marketing materials through a strong understanding of design and smart copy. Offer a wide range of marketing collateral in both print and digital. Build brand awareness for start-ups through logo creation and consistent implementation of new brand. Ran business operations including finances, sales, marketing and goal setting.

Senior Art Director | *Belk Stores Services* | 2003 - 2005

Directed three designers in the development and execution of marketing materials in alignment with overall brand identity. Responsible for the conceptualization and implementation of Belk catalogs and direct mail from concept to completion. Other duties included supervising photo shoots, model selection, meeting with buyers and maintaining a budget for each project.

Graphic / Web Designer | *Devant Sport Towels* | 1997 - 2003

Developed ads, websites, and catalogs to build brand awareness. Scheduled and executed projects within a budget. Won several awards including "Award of Excellence", "Award of Merit" and three "Golden Squeegee" awards from Specialty Graphic Imaging Association (SGIA).

EDUCATION

Appalachian State University - Boone, NC
BFA - Graphic Design, 1997

Rockhurst University CE - Charlotte, NC
Essentials of Printing & Prepress, 1998
Adobe Photoshop Essentials, 1999
Website Development & Design, 2000

SPCC - Monroe, NC
REAL Entrepreneurship, 2007

Online Training

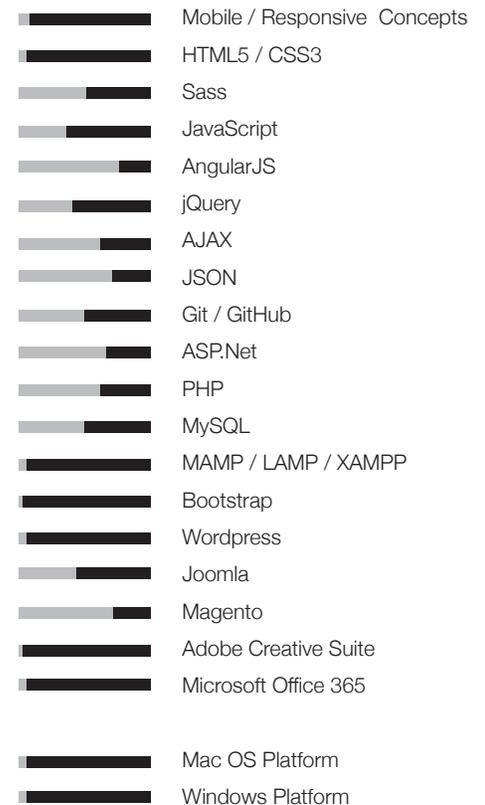
Lynda.com
2002 - Present

Codecademy
2013 - Present

Aquent Gymnasium
2014 - Present

Udacity
2015 - Present

PROFESSIONAL SKILLS



PERSONAL SKILLS

