## RESUME

## CONTACT ME



EMAIL FOR PHONE #



rooskie.clients@gmail.com



**EMAIL FOR ADDRESS** 

## **EDUCATION**

2017-present
Graphic/Web Design
Marketing
uDemy.com

1998-2000 Graphic/Web Design Business Management WCSCC / Smithville, OH

1996-2000 **High School Diploma** *Chippewa HS / Doylestown, OH* 

## **SKILLS**

- Project Management
   Basecamp, Clickup, Figma
- Adobe Creative Cloud
   Photoshop, Illustrator, InDesign
- Web Design/Development
   HTML, CSS, JavaScript, Bootstrap,
   UI/UX Design, VS Code
- WordPress

Elementor, WooCommerce, Advanced Custom Fields, Dynamic Content for Elementor, Cornerstone Builder, Gravity Forms

- Microsoft Office
- Email Newsletters/Marketing
- Social Media
   Facebook, Instagram, X/Twitter,
   YouTube, Google Business,
   LinkedIn
- Effective Communication
   & Organizational Skills

# SHAUNNA ERWIN

#### **GRAPHIC & WEB DESIGNER**

#### **ABOUT ME**

Detail oriented and organized graphic and web design specialist with over 10 years of experience in creating reliable, unique, and impactful designs. Skilled in client collaboration, crafting one-of-a-kind brand identities and promotions, in alignment with the latest web and graphic design trends. Eager to support your company in brand development and improving customer experience.

#### **WORK EXPERIENCE**

- Freelance Designer
  - Ranch House Designs / Nov. 2023 Present
  - ► Website design using Cornerstone Builder & Wordrpress
  - Logo design, print material design
- Director of Creative & Marketing
   The Londoner Pub Corp. / Jun 2020-Aug 2023
  - Used WordPress, HTML & CSS to create user friendly, specialized and organized websites to display company menus, events, promotions, and illustrative content across 5 separate websites for three locations..
  - Designed graphic and video assets for both print and digital media utilizing different styles and approaches for all public campaign efforts, textiles, material goods, and advertising.
  - Redesigned company branding, boilerplate, business cards, menus and company-wide marketing content with modern aesthetics and consistent design.
  - Initiated email campaigns and designed layout and graphics for weekly and automated emails that saw subscriber growth over 1,000 per location over 2 years, with 52% interaction rates.
  - Daily management and oversight of social media sites including Facebook, Twitter, Instagram, Google Business, and LinkedIn for three separate locations.
- Creative & Web Specialist

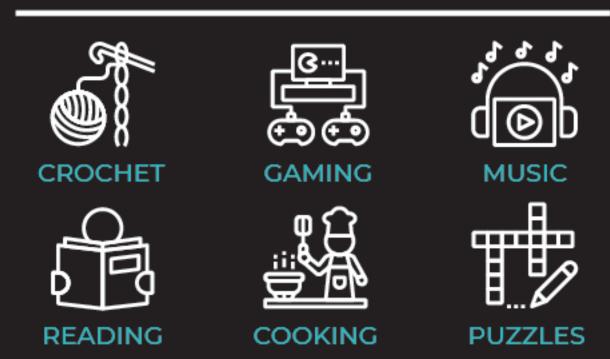
Greater Keller Chamber of Commerce / 2018-2023

- Created and managed organization website with focus on user/member accessibility and integrated with ChamberMaster (Growth Zone) CMS.
- Used Adobe Photoshop and Illustrator to create cutting edge, on-trend media and marketing materials to promote events, announcements, and media for both print and digital promotion.
- Used Microsoft PowerPoint to create custom monthly luncheon slideshows to support the theme and style of each event, in collaboration with speakers.
- Management of social media platforms (Facebook, Google Business, YouTube) in collaboration with members and Director of Membership to promote organization and member content.
- Weekly update newsletter & member e-Blasts via MailChimp with custom made HTML templates and targeted promotion.

## CERTIFICATES

- Web Design for Web Devs uDemy.com (2017)
- Responsive Web Design freeCodeCamp.org (2018)
- HTML5 Mastery uDemy.com (2018)
- Advanced CSS & Sass uDemy.com (2018)
- WordPress Theme & Plugin Development uDemy.com (2019)
- Adobe InDesign Master Class uDemy.com (2023)
- Figma UI/UX Design Essentials
  Bringyourownlaptop.com (2023)
- Responsive Web Design Essentials Training
   Bringyourownlaptop.com (2023)
- Build Mega Responsive
   Website: HTML, CSS, JavaScript
   uDemy.com (2024)

## **INTERESTS**



## **PORTFOLIO**

THEORIGINALROOSKIE.COM

REFERENCES

Available upon request

#### **WORK EXPERIENCE**

Freelance Web & Graphic Designer

Weatherford Business Center & Self / 2013-present

- Worked with clients across a broad spectrum of industries to create small business websites with HTML, CSS, JavaScript & later WordPress.
- Created unique individual branding for multiple new local small businesses, including logo design, boilerplate, and marketing materials.
- Individually commissioned projects for print and digital media, including custom party backdrops, animated graphics, material goods (brochures, banners, stickers, etc.), and textiles (clothing and custom crochet pieces).

### **PROJECTS**

- Specialty Wedding Design2023
  - Created a wedding website with interactivity, custom integrated RSVP system, and coordinated graphics.
  - Designed custom wedding invitations in the style of a travel postcard for destination wedding.
  - Authentic and personalized wedding logo design with likenesses of bride & groom for all materials.
  - Crafted custom wedding favors and supplemental materials in line with theme and branding, including koozies, stickers, custom whiskey bottle labels and signs.
- Scrapbook Design Team Member and Blogger
   2006-2014
  - Worked with manufacturers and independent scrapbooking websites as a Design Team member, producing scrapbooks, pages, cards, layout designs, home decor and media content to help promote products and custom assembled kits.
  - Developed and managed a complete website & blog on WordPress platform to showcase my portfolio; created daily blogs and tutorials on behalf of clubs and manufacturers to help showcase their products.
  - Publication of work in Scrapbook Trends magazine (print and digital): August 2012, December 2012 & April 2013 (Create! special edition).

## **SOCIAL MEDIA**

- www.facebook.com/shaunnarooskie
- www.instagram.com/shaunnarooskie
- in www.linkedin.com/in/shaunnarooskie