


SHANTICE WELLS

CREATIVE DESIGNER & MARKETING STRATEGIST

 (310)847-9196

 Gardena, CA 90247

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PROFESSIONAL SUMMARY

Experienced brand designer and marketer adept at crafting visually compelling brand identities. I excel in delivering cohesive brand experiences that resonate with target audiences and drive business growth. I am committed to exceeding client expectations by delivering impactful design solutions through collaboration, innovation, creativity.

SKILLS

Adobe Creative Suite

Project Management

Brand/Marketing Strategy

Web Design

Process Production

Photography

Social Media

Budget Management

Video Production

Advertising

EDUCATION

|| BFA in Graphic Design,
Minor in AFAM Studies
California State University,
Fullerton
2016-2019

WORK EXPERIENCE

CREATIVE DIRECTOR

Questech Corp, Rutland, VT | Sept 2020 - Present

- Lead brand & creative content development for B2B and B2C (Amazon, Walmart) channels, including packaging design.
- Drive top-of-funnel marketing strategies, including influencer marketing, email marketing, Facebook Ads & Google Ads.
- Collaborate cross-functionally to support sales growth and consistent branding, including conducting annual interior design research and trend forecasting, which has resulted in a steady increase in revenue across all products & a 12% ROI. Spearheaded QDECOR brand refresh from inception to execution.
- Oversee marketing team efficiency, through project management (Monday.com, Slack, Google Suite, Microsoft Office Suite, Zoom, Microsoft Teams, etc.) budget management, and social analytics and financial reporting.

FREELANCE DESIGNER

T. Michelle Creative, LLC | August 2019 - Present

- Versatile freelance designer adept at navigating diverse industries and companies, delivering innovative design solutions across various mediums and platforms.

GRAPHIC & WEB DESIGN INTERN

Remotish | November 2019 - February 2020

- Implemented existing brand guidelines, overseeing design for various media formats and utilized Asana for project management and organization.
- Produced diverse print and digital media, including web design, motion graphics, and educational marketing materials.
- Received training in HubSpot and executed processes to enhance marketing effectiveness.

PRINT & DIGITAL DESIGN SPECIALIST INTERN

National Association of Latino Independent Producers | March 2019 - August 2019

- Stayed up-to-date on entertainment, social media, and graphic design industry trends, emerging technology, and creative best practices to ensure that we remained at the forefront of creativity and innovation
- Demonstrated proficiency in print design and production alongside digital media creation, resulting in a measurable increase in brand engagement and reach by 30%.
- Achieved a remarkable 25% increase in funding for media projects and events through the implementation of innovative and dynamic social media strategies.