

JOEL M. SHAW

Bilingual Graphic and Web Designer / Digital Marketing Specialist

+1 [315] 632 8219 joelmsaw@gmail.com joelmsaw.com Cape Coral, FL U.S.A.



EXPERIENCE

Graphic and Web Design Lead

Utica National Insurance Group

April 2022 - Ongoing Remote

- Develop and manage UI and brand standards. Lead creative strategy from concept to completion for digital and print assets. Consult on digital advertising and social media strategy.

Graphic and Web Design Contractor

JMS Graphic and Web Design, LLC

July 2004 - Ongoing Cape Coral, FL

- Provide innovative web development, graphic design, social media management, digital marketing and web hosting solutions to a diverse group of clients throughout the U.S., Canada and Latin America.

Graphic and Web Designer

SUNY ESF

Nov. 2013 - Sept. 2021 Syracuse, N.Y.

- Conceptualize and design print and digital materials for various programs and departments within the College.
- Manage and strategize various social media platforms and digital marketing campaigns for the College.

EDUCATION

B.S. in Liberal Studies

Medaille College

1998-2002 Buffalo, N.Y.

Foreign Study Program

Universidad Veritas

2001 San José, Costa Rica

Foreign Study Program

Bond University

2000 Gold Coast, Australia

SUMMARY

20 years experience as a creative professional. Superb art direction, creative conceptualization and brand conservation and development. Experienced in all facets of web development and deployment.

Expert in social media and digital advertising including campaign management, targeting and analytics. Fluent in Spanish.

SKILLS

Adobe Creative Suite

WordPress

Google Ads

Constant Contact

Facebook Business

CSS

Spanish

Marketing

Art Direction

HubSpot

Branding

Accessibility

HootSuite

LANGUAGES

English

Native



Spanish

Fluent



Portuguese

Intermediate



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