JOEL M. SHAW

Bilingual Graphic and Web Designer / Digital Marketing Specialist

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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

Hard July 2004 - Ongoing

P Cape Coral, FL

Ŀ. 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

Foreign Study Program

Universidad Veritas

2001

📍 San José, Costa Rica

P Buffalo, N.Y.

Foreign Study Program

Bond University

2000

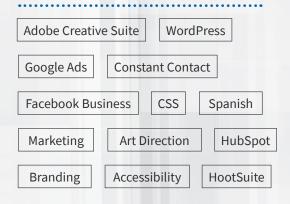
Gold Coast, Australia

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



LANGUAGES







