

CRISTINA SHELL

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SUMMARY

Versatile creative professional with 18 years experience in brand identity, print, app and website development. Recognized for exceptional ability to anticipate design trends while maintaining tight deadlines. Entrepreneurial, team-focused, and receptive to clients' needs and priorities

SOFTWARE EXPERIENCE & COMPUTER LANGUAGES

Adobe Creative Suite | HTML & CSS | Social Media Ad Manager

PROFESSIONAL EXPERIENCE

March 2018- March 2020 **American Century Investments Inc.** | Direct Mail Designer

DESIGN

Introduced creative solutions to attract potential investments from multicultural millennials

Aligned marketing materials and digital e-blasts with core American Family Investments and ADP guidelines

Introduced American Family Investments and ADP appeal with trendy photography, layouts, power point presentations, and info-graphics

March 2010- January 2018 **Carter Broadcast Group** | Hot 103 Jamz 103.3FM | Webmaster & App Developer

DESIGN

Generated provocative graphics to coincide with all on-air promotions, contests, and social media announcements

Developed and designed our first radio station apps, increasing our Listen Live Feature

Composed musical artists' and celebrities' visual identity for CBG Radio Stations' websites and printed materials

Generated large scale vehicle graphic wraps

Consistently explored new design trends to apply to our branding, broadening our exposure to young audiences

Designed promotional digital graphics displayed at our promotional venues including Voodoo at Harrahs Casino, Sporting KC, and various locations in Kansas City

SOCIAL MEDIA MANAGER & WEBSITE DEVELOPER

Generated trackable Ad Revenue

Increased e-blast subscription database

Provided client statistical data reporting

Created business social media pages for Hot 103 Jamz and Gospel 1590 radio stations

Managed and implemented all visual communications and promotions

ART DIRECTION

Initiated app design and development

Upgraded and stylized website content manager software

Directed Jock photoshoots at Strange Music Studios and Glam Squad Studios

Stabilized vintage branding of both Radio Stations, Hot 103 Jamz and Gospel 1590

PROJECT MANAGEMENT

Maintained communication, developed work flow and production/execution timelines for our promotional partnerships with Sporting KC, Strange Music Inc., and all celebrity and artists' management teams

Cultivated relationships with other national radio stations for crossover promotions

September 2008 August 2009

Glance Magazine | National Entertainment Magazine | Art Director

ART DIRECTION

Translated marketing team's vision and goals into materials to distribute and promote the upcoming launch of the magazine
Managed all print and web design projects and served as project manager for the completion of the programming and design of the web site.
Coordinated the production of all print materials with printers to ensure the specifications for each project were followed.

DESIGN

Anticipated new design trends in magazine page layout, focusing new ideas towards the launch of the first issue
Developed corporate identity including media kit and mock magazine for sales team
Drafted templates for all marketing collateral needed to promote launch of publication

WEB

Initiated digital representation of the magazine at www.glancemagazine.com
Lead design team in the development of illustrative content to accurately encompass twelve major cities depicted in the magazine

March 2006- August 2008

Tri D Innovations | Product Development Company | Graphic Designer

DESIGN

Highly involved in the development, research, and marketing of all new product launches including Memory Road scrapbook line and Recognize Me Office paper products

PRODUCTION

Generated manufacturing templates for several printing mediums and special process guides including foiling and embossing
Responsible for communicating between US and Hong Kong offices and completed all production files sent to China manufacturing
Maintained and organized all source files and samples sent to and from China
Integrated new color proofing system and software to enhance accuracy and efficiency between TDI offices and Hong Kong factories
Managed all coloring proofing files and resolved issues for TDI company

May 2005- March 2006

The Kansas City Star | National Newspaper | Advertisement Designer

CLASSIFIEDS

Communicated with account executives in Real Estate and Automotive departments on design and type placement
Arranged graphics dynamically to increase attention of customers
Digitally manipulated photos for accurate color production
Performed photo archiving; resizing, scanning, and image editing
Independently designed various graphics, advertisements and tickets for KC Star advertisers

AD SERVICES

Type-set and designed layouts for advertisements for Kansas City entertainment and Parochial districts.
Awarded Outstanding Design of the Month in May 06
Recognized for achieving the most errors caught before hitting press production in February 07 and April 07
Selected to design for and maintain important private accounts such as Karastan Carpets
Digitally enhanced photos for newspaper production
Recognized for updating and redesigning several long running advertisements

January 2004- January 2005 **Herald Publishing House** | Book Publisher | Book Cover Designer & Layout Artist

Introduced fresh style for youth books

Entrusted to handle 100% of typesetting, illustrations and design elements for exterior and interior of my first book

Created cover design for World Conference 2005 booklet

Designed and produced small print items such as mailers and brochures highlighting upcoming events at Herald House

Assisted in re-launching of the monthly newsletter by revamping organization of information and design style

Established logo identity for Health Ministries Association, a division within Herald House

Photographed all people and materials needed for book illustrations and references

References available upon request