

Cristina Shell

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EDUCATION

Bachelor of Fine Arts in Digital Media and Animation
2002 Northwest Missouri State University

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, energetic, and receptive to clients' needs and priorities.

SOFTWARE EXPERIENCE | COMPUTER LANGUAGES & PLATFORMS

AI Proficient | Adobe Creative Suite | HTML & CSS | Microsoft Office |
Google Analytics | Hearst AI | Adbook | Wide Orbit | The Weather Company

PROFESSIONAL EXPERIENCE

March 2022- current

Hearst | Digital Client Specialist & Digital Media Designer

DESIGN

Built trust and confidence with new business partnerships by delivering agency quality creative solutions that set us apart from competitors.

Enhanced the value of Homepage Takeovers by implementing responsive digital products, driving higher revenue through our Station on Site platform.

Art-directed digital displays that complemented streaming services, further increasing advertising revenue.

Branded KMBC Channel 9's WEATHER SCHOOL, contributing to its success and establishing a strong partnership with the Creative Services TV department.

Storyboarded assets for client HUB through StoryStudio

COMMUNICATION

Created a visual digital product guide to educate and empower the sales team, boosting their knowledge of our digital offerings and improving sales pitches.

Developed an efficient process with clear animation instructions (red=END, green=START) for Netsertive developers, reducing turnaround times for animated displays and enhancing client satisfaction.

Conceptualized marketing strategies for sales dept.

Initiated follow-up reviews with clients to assess campaign performance, reinforcing strong client relationships and driving repeat business, resulting in long-term partnerships.

Identified and cataloged revenue-saving strategies by redistributing sold products across Hearst platforms, maximizing revenue potential.

Proactively prospected new business clients, presenting comprehensive information on Hearst's advertising capabilities to drive new sales opportunities.

January 2019-2021

American Century Investments, Inc. | Direct Mail Designer

DESIGN

Designed engaging infographics tailored to multicultural millennials, demonstrating a strong understanding of audience preferences.

Developed comprehensive storyboards for multi-use direct mail advertising, ensuring cohesive and effective messaging.

Skillfully translated video frames into impactful direct mail advertising, leveraging visual storytelling experience.

Consistently met tight deadlines for presentations, showcasing reliability and responsiveness to the Creative Director's expectations.

March 2010- January 2018

Carter Broadcast Group | Hot 103 Jamz 103.3FM | Webmaster & App Developer

DESIGN

Prioritized client needs and maintained direct, consistent communication with Sales to ensure deadlines were met.

Anticipated the needs of sales, traffic, and on-air talent, coordinating fast project turnarounds to support seamless operations.

Proposed and introduced additional digital media buys and campaigns for Sales, enhancing overall campaign strategies.
Designed dynamic graphics for on-air promotions, contests, and social media, ensuring cohesive brand representation.
Managed digital projects with the Digital Sales Manager, meeting client expectations and deadlines.
Created visual identities for artists and celebrities on CBG Radio Stations' websites and printed materials.
Designed large-scale vehicle wraps to enhance brand visibility.
Applied new design trends to broaden brand exposure to younger audiences.
Produced promotional graphics for large venues: Voodoo at Harrah's Casino, Sporting KC, and Kauffman Stadium
SALES

Developed and launched the company's first radio station apps, expanded streaming with the Listen Live feature.
Hosted Panel at NAB Conference in 2010 on importance of App Development
Sold 6 music apps to Radio Broadcasters at NAB Conference

SOCIAL MEDIA MANAGER & WEBSITE DEVELOPER

Generated trackable Ad Revenue
Increased email newsletter subscription database
Provided client statistical data reporting with Google Analytics
Bridged Communication between on-air talent and Sales Created business social media pages for Hot 103 Jamz and Gospel 1590 radio stations
Coordinated and implemented all visual communications and promotions for all advertising executives' clients

September 2008 August 2009

Glance Magazine | National Entertainment Magazine | Art Director

ART DIRECTION

Translated the marketing team's vision and goals into promotional materials for the successful launch of the magazine.
Managed all print and web design projects, serving as project manager for the website's design and programming.
Coordinated with printers to ensure all print materials met project specifications and were produced efficiently.

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 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 | Consumer Gifts | Graphic Designer & Product Developer

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

DESIGN

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

Type-set and designed layouts for advertisements for Kansas City entertainment and Parochial districts.

Awarded Outstanding Design of the Month in May 2006

Recognized for achieving the most errors caught before hitting press production in February 06 and April 06

Selected to design for and maintain important private accounts such as Karastan Carpets

Digitally enhanced photos for newspaper production

Recognized for redesigning several long running National Advertisements

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

DESIGN

Introduced a fresh and modern design style for youth books, enhancing appeal to younger audiences.

Responsible for the typesetting, illustrations, and complete design of both the exterior and interior of my first book project.

Designed the cover for the World Conference 2005 booklet, setting the visual tone for the event.

Created and produced small print materials, including mailers and brochures, to promote upcoming events at Herald House.

Played a key role in re-launching the monthly newsletter by reorganizing content and revamping its design for improved readability.

Developed the logo and brand identity for the Health Ministries Association, a division within Herald House.

Personally photographed all people and materials used for book illustrations and reference images, ensuring cohesive and original content.

PRO BONO EXPERIENCE

March 2022- current **Media Mix** | Board Member | Operation Breakthrough

DESIGN

Art directed media themed PowerPoint presentations, program booklets, cover, and promotional posters for annual Media Mix Awards Banquet

Contributed social media creative for annual events Media Mix benefiting Operation Breakthrough

Developed QR posters for immediate donation capabilities at Media Mix events