



CAROLINE — SHELLY

artist. designer. creator.

about

I am a versatile professional, passionate about blending creativity with strategic vision, and eager to make a mark in the creative world of design, advertising, and merchandising. With a keen eye for aesthetics and a deep appreciation for effective visual communication, I thrive in environments that demand innovative storytelling, collaboration, and strategic problem solving.

I have experience in curating narratives and translating concepts into compelling visual experiences. I deliver engaging and memorable design solutions that elevate brands and captivate audiences. My ability to create successful campaigns and brand stories also leads me to researching market trends to have a keen understanding of consumer insights.

I am fueled by a desire to make a meaningful impact, explore new creative avenues, and bring ideas to life. Whether leading or contributing as a part of a team, I strive to exceed expectations and deliver results that drive success and leave a lasting impression.

skills

Graphic Design

Website Design

Art Direction

Creative Advertising

Brand Development

Adobe Creative Suite

education

2019 - 2023

bachelor of arts

James Madison University

Major

media arts & design

Concentration in Creative Advertising

Minor

studio art

Clubs

president & co-founder

SMAD Club at James Madison University

references

jenn grybowski

AB&C Creative Agency

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alex tufarolo

AB&C Creative Agency

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(320) 655 - 1552

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professional experience

May 2023 - December 2023

creative advertising intern

AB&C CREATIVE AGENCY

- Collaborated on multiple design projects and advertising campaigns, demonstrating versatility and adaptability in meeting client objectives.
- Participated in the production of commercials, providing on-set support and contributing to the creative direction of the project.
- Designed engaging content for web and social media platforms, as well as print OOH advertisements and logo designs, showcasing a comprehensive

2021 - 2023

social media content creator

JMU SCHOOL OF MEDIA ARTS & DESIGN

- Designed compelling content for social media and website, focusing on school events, student achievements, announcements, and important information; achieving 300% increase following on social platforms.
- Established distinct visual identity and branding guidelines, ensuring consistency across all print and digital platforms; thus developing an expertise in marketing, brand design, and social media advertising.
- Utilized Adobe programs to execute content creation, demonstrating a proficiency in graphic design and digital content creation.

December 2022 - April 2023

web designer

JERSEY SHORE CRUISES

- Led the redesign of the website, crafting an airy, summer-inspired aesthetic that appealed to target seeking a fun and memorable cruising experience along the Cape May shore.
- Collaborated with client to understand their vision and objective for the rebranding initiative, incorporating their feedback and preferences into the design process.
- Implemented strategic content organization and web navigation, enhancing user experience and encouraging proactive engagement.

2021 - 2022

art director & web designer

WE BEE BROTHERS

- Balanced the intimate, small family business charm of the brand with a more professional and contemporary aesthetic, while retaining authenticity.
- Designed and developed a user-friendly website that effectively showcased the business and brand story, providing visitors with an immersive experience.
- Established an impactful social media presence, leveraging compelling visuals and engaging content to connect with customers.

2021 - 2023

ad manager & layout designer

PROUST MAGAZINE

- Founded the first lifestyle and fashion publication at James Madison University aimed at capturing the essence of college life in the 2020s.
- Collaborated with writers to create visually engaging layouts, ensuring the magazine served as a cohesive and immersive experience for readers.
- Successfully elevated magazine to become a prominent fixture in the community to expand reach; forging partnerships with local businesses and organizing promotional events, fostering reader engagement and revenue.