

JOEL M. SHAW

Bilingual Graphic and Web Designer / Digital Marketing Specialist

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EXPERIENCE

Creative Consultant

JMS Graphic and Web Design, LLC

July 2004 - Ongoing Remote

- 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 Design Lead

Utica National Insurance Group

April 2022 - Sept. 2024 Remote

- Developed a new online brand portal to help manage corporate identity. Led creative strategy from concept to completion for digital and print assets. Consulted on social media strategy that led to a 250% increase in LinkedIn followers.

Graphic and Web Designer

SUNY ESF

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

- Conceptualized and designed print and digital materials for various programs and departments within the College.
- Provided creative direction on an undergraduate recruitment video that resulted in an increase in admission applications.

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

HubSpot

Brand Management

Meta Business

Google Ads

Spanish

LinkedIn Ads

Web Accessibility

Art Direction

Email Marketing

SEO

LANGUAGES

English

Native

Spanish

Fluent

Portuguese

Intermediate