

# JOEL M. SHAW

Bilingual Web Consultant

+1[315]632-8219 [joel@jmsdesign.co](mailto:joel@jmsdesign.co) [jmsdesign.co](https://jmsdesign.co) Cape Coral, FL U.S.A. [/joelmshaw](https://www.linkedin.com/in/joelmshaw)



## EXPERIENCE

### Web Consultant

#### JMS Graphic & Web Design, LLC

Sept. 2024 - Ongoing Remote

- Help businesses and organizations create and maintain a consistent and robust creative and online presence.

### 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. Migrated corporate websites over to a new content management platform.

### 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

2002 Buffalo, N.Y.

### Foreign Study Program

#### Universidad Veritas

2001 San José, Costa Rica

### Foreign Study Program

#### Bond University

2000 Gold Coast, Australia

## SUMMARY

Web professional with 20 years of experience in design, development, content strategy, and SEO. In-depth expertise across more than a dozen CMS platforms and optimization tools. Adept at creating accessible, high-performing websites that align with strategic objectives along with search engine and answer engine best practices.

Bilingual in English and Spanish.

## SKILLS

Adobe Creative Suite

WordPress

HubSpot

SiteCore

AEO

SemRush

Google SC

Spanish

LinkedIn Ads

Web Accessibility

Art Direction

Email Marketing

SEO

## LANGUAGES

English

Native

Spanish

Fluent

Portuguese

Intermediate