



Shawna Gallagher

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Profile

Enthusiastic, creative graphic/web designer with solid problem-solving skills, impeccable attention to detail & nearly two decades of experience in digital brand & management, layout design & website, email & landing page development.

Experience

Senior Web Designer, Aging Media Network, Chicago, IL | 2019 to present

Currently leads a team of website designers to create, enhance & optimize digital publications under the Aging Media Network. Instrumental in growing the design team from 1 to 3. Responsible for new designer onboarding, management & development of process documents necessary for the designer's role. A significant contribution to the recent migration of email servers. Lead the initiatives to improve email & web ad statistics for the sales team. Designed & developed various custom content series projects that included custom WordPress templates, landing page & email promotion & white paper/ebook content layout being promoted. Successfully spearheaded the initiative to brand & various live & virtual events. This past year, launched a redesign for a long-standing award program website that is in line for digital award submission in February 2023.

Digital Creative Content Designer, First Midwest Bank, Chicago, IL | 2015 to 2019

Creation, design & implementation of marketing materials for both print & digital mediums. Successfully developed & coordinated several Salesforce/Marketing Cloud campaigns including email landing pages & journey building. Created & developed various creative designs including landing pages, branch lobby campaign materials, brochures, sell sheets, corporate earnings profiles & other promotional collateral for all lines of banking business. Assisted with details of acquisitions & all the supporting design materials. Responsible for photography including executive head shots & corporate events. Annually dedicated time towards professional development including conferences & classes in bank marketing & its widely-used software applications. Experience with Agile marketing by contributing to regular two-week digital email campaign sprints within the financial consumer space.

Marketing Specialist, Lindenmeyr Munroe, carol stream, il | 2013 to 2015

Design & implementation of all marketing materials for the sales team including paper swatch books, sell sheets, brochures, PowerPoint decks & branding materials. Successfully implemented a complete overhaul of the current website that resulted in a more than 20%

increase in original views. Provided initial design using WordPress & managed the ongoing maintenance of both website & point-of-sale ads for B2B e-commerce website.

Marketing Specialist, Peoples Bancorp, Marietta, OH | 2011 to 2013

Single-handedly implemented the bank's first rebranding initiative in twenty years by creating the winning logo design & developing coordinating collateral for all lines of business. Instrumental in creating, coordinating & implementing various marketing campaigns. The key contributor to the photography, design, layout & development of a new website, launched in Fall 2012: peoplesbancorp.com. Collaborated in all aspects of the new design.

Freelance designer, self-employed | 2001 to 2011

Successfully served more than one-hundred long-term diverse clients from more than 10 states in all aspects of branding, advertising, marketing, online multimedia & effective SEO/Social Media Strategies. Hired & managed more than a dozen different teams of designers & programmers for various large-scale projects. Successfully worked with a variety of vendors, facilitating print production & installation of programs & various online media.

Noteworthy clients include:

Vornado Realty Trust | 2007-2011

Multi-faceted involvement in the promotion of various NYC building development projects. Including design & coordination of marketing materials, ideation of branding ideas associated with building, design of renderings & maps, and development of digital assets including website, email marketing, landing pages & online ad campaigns. Project management included close assessment of the company's promotions & hiring of talent & coordination of production vendors.

Kleinfeld Bridal Corp. | 2008-2009

Front-end web design & promotional digital assets within. Email marketing campaign ideation, design & development for multiple divisions of Kleinfeld Bridal that resulted in a significant increase in online traffic Divisions included Kleinfeld Bridal, Kleinfeld Kollektion & Kleinfeld Mens. Managed the creation & programming of ten different designer profile landing pages for KK, each with its own look & feel. Assisted the in-house marketing team in developing the new Kleinfeld Men's brand from the ground up.

Vino Solo | 2008-2010

Product/Packaging Development, Coordination of product photography, website design & development, search engine optimization & social media integration. Also contributed to

positioning the brand for corporate sales that resulted in several million dollar profits for the client & national exposure with the product.

Education

Ohio University, Athens, OH – Marketing - 1996-1999

Washington State, Marietta, OH - Graphic Design - 2000-2002

Skills

Adobe CC Apps: Photoshop, Illustrator, In Design, After Effects, Premiere, Dreamweaver, Bridge & Acrobat Pro. **UI design tools:** Figma & Adobe XD. Project management tools: Asana & Basecamp. **Landing page design tools:** Unbounce & Salesforce Marketing Cloud. **Email Service Providers:** Mailchimp, Hubspot, Salesforce & Constant Contact. **Social Media Management:** Hootsuite. Social Media Platforms: Facebook, Instagram, Twitter, LinkedIn & Pinterest. **Email advertising software:** Passendo & Ad Butler. **Web Advertising software:** Google Analytics, Google Ad Manager, Kevel Solutions (formerly AdZerk). **Content Management Platforms:** WordPress, Squarespace & Wix. **Proficient in** HTML, CSS & basic javascript. Certifications: Litmus & Salesforce Marketing Cloud.

Connect

Portfolio: shawnnagallgher.com

LinkedIn: [linkedin.com/in/shawnnagallagher](https://www.linkedin.com/in/shawnnagallagher)

Instagram: [instagram.com/mygraphicdesignlife](https://www.instagram.com/mygraphicdesignlife)

Photography: smith&gallagher.com