

Jessica Shafer

Branding Consultant: Graphic & Web Design, Marketing

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EXPERIENCE

Indiana Toll Road, Elkhart, IN — *Jr. Communications*

February 2023 - CURRENT

Contracted to create graphics for ADP Slides from internal requests. Graphics and post copy for Social Media Platforms.

Digital Wolf Network, Rochester, IN — *Branding Consultant*

March 2016 - PRESENT

Highlighting unique individuals and businesses and building brand awareness and consistency through Graphic & Web Design, Social Media Training, and Marketing Campaigns. Event planning, art education, while working with artists and creatives locally and nationwide.

House of Decor, Rochester, IN — *Interior Designer*

September 2020 - April 2022 (1 year 8 months)

Working with customers to build a design for a new or remodeling project on an existing location along with determining space requirements. Administrative duties, photography, graphics, and web design.

Samsung, Southlake, TX — *Merchandising Representative*

August 2014 - February 2016 (1 year and 7 months)

Traveled to territories in Indiana and Michigan to work with team members on product placement and functionality of Samsung Products. Stocked shelves with new products and displays setup while managing store inventory from MI to central Indiana through 2020 Companies.

The Auto Park, Rochester, Indiana — *Web Content Manager*

August 2013 - June 2014 (11 months)

Photography of car inventory, adding content to the website platforms for online sales, copywriting, administrative duties, light graphic design.

EDUCATION

Indiana University Bloomington

Bachelor's Degree, Graphic Design

August 2008 - December 2012, August 2017 - July 2022 (GRADUATED)

SKILLS

SEO Insights & Analytics

Project Planning

Communications

Content Development

Social Media Management

Graphic & Web Design

VOLUNTEER

Marketing Consultant

Promoting the downtown businesses and historic locations to bring in new and returning visitors

Rochester Downtown

Partnership

Rochester, IN

(Dec. 2022 - Present)

Advisory Council & Web

Web Development and maintenance, marquee ad design, graphic design

The Times Theater

Rochester, IN

(Jan 2021 - Present)