

Shanta Jasper

GRAPHIC DESIGNER

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shantaj@comcast.net
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ethoscommunicationsdesign.com
portfolio

Chesterfield, Virginia
location

EDUCATION

James Madison University – B.S. 1996
Human Communications, Public Relations

George Mason University – Graduate Studies 2001
Interdisciplinary Studies –
Mass Communications & Sociology

TOOLS



RELATED EXPERIENCE

Freelance Designer/Communications Consultant

Ethos Communications Design Jun 1996 – Present

- Execute robust, intriguing and impactful communications including print, web and UX design and production, brand identity, content and campaign management for various clients.
- Interview and consult with clients to recommend the most appropriate solutions for their marketing goals.
- Increased attendance by 150% as Communications Manager for the Smoke and Vine Festival, now in its fourth year. Work included targeted communications strategy and social media management, graphic, web and digital design and production management.

Graphic Designer

Brightpoint Community College Aug 2016 – Present

- Implement and execute external and internal communications and marketing strategies from planning and conception to design and production for all communications mediums.
- Collaboratively work with college relations team to introduce a highly successful new brand campaign, increasing awareness and response. Coordinate and design art for facilities updates, develop and design new processes for using templates, implement training sessions to inform on and implement the new brand.
- Streamline the college relations creative process to maximize efficiency through improvements to the job intake and file management processes.
- Independently and collaboratively managed projects including planning, scheduling client meetings and allocation of tasks.
- Management of digital assets.

Graphic Designer

West Cary Group Apr 2010 – Feb 2016

- Contributed to numerous successfully executed projects from inception to production for an award-winning marketing agency.
- Managed and prioritized up to 6 diverse project workloads at a time for various clients including fortune 500 corporations.
- Lead training in design approaches including animation, digital best practices, presentation design and new technologies; researched, wrote and laid out accompanying presentations and supporting instructional documentation.
- Technical virtuoso sought out for complex jobs, resource management, research and guidance, and problem resolution.
- Union Bank & Trust – Introduced new in-branch digital ad technology that expanded to seven additional branches. Lead creative training, wrote instructional documentation and managed print ad design for regional media campaign.
- RVA H2o campaign (City of Richmond) – Increased awareness, attendance and interaction by at least 30% using a variety of communications media – brand, social and direct marketing, as well as presence at community events and hosting open house meetings featuring large-scale interactive graphics, videos and samples – creative idea development, design and production management.

Senior Graphic Designer/Communications Specialist

Techead, LLC Nov 1999 – Oct 2000; Aug 2008 – Jan 2010

- Implemented process changes improving cross-team coordination with Marketing, Production, Branding and Legal Departments and cutting review times by 33%.
- Expanded the use of interactive forms and fillable pdfs.
- Increased readership of internal monthly newsletter 60% through raising presence and focusing more on employee interest stories.
- Carried out research, developed story ideas, attended and photographed special events for articles and reports.
- Trained in 508 Compliance saving the company approximately \$10K eliminating the need to outsource the work.

PROFILE

Savvy, multi-faceted and innovative creative professional with over 20 years experience and extensive knowledge in graphic and digital design, direct and brand marketing, and communications management.

- Vast array of skills spanning conceiving, research, training, writing, coordination, campaign development, process and project management.
- Highly proficient in Adobe CS with strong technical expertise.
- Efficiently manage creative projects from inception to production.
- Experience spans financial, retail and service industries, small business, government and non-profit organizations.
- Cool under pressure with extensive experience in fast-paced, detail and deadline oriented environments; solutions driven.
- Consummate learner, eager to discover, embrace and educate on new processes and technologies; ambitious self-starter.
- Flexible team player, idea generator, collaborative, down-to-earth with strong interpersonal skills.
- Strong problem solving, analytical and organizational skills.



RELATED EXPERIENCE continued**Senior Graphic Designer****Aquent, LLC** May 2006 – Dec 2007

- Created up to 10 quick response ads per day for national Verizon Yellow Page directories from concept to layout.
- Coordinated with sales team associates to efficiently create intriguing and enticing designs under tight deadlines.
- Employed sound time management skills to successfully manage and prioritize heavy workloads.

Senior Graphic Artist**Capital One, Inc** Oct 2000 – Aug 2003

- “Circle of Excellence” Award winner for work on the Customer Acquisition Team designing and implementing a new process for producing and mailing Welcome Packages and Card Carriers. Saved the company upwards of \$200K, 50% contributor.
- Participated in numerous process initiatives and served as trainer, subject matter expert and project liaison.
- Supervised and trained three graphic artist contractors; prioritized and delegated workloads.

Copywriter**Heilig-Meyers/The Roomstores** June 1997 – August 2000

- Wrote marketing copy for furniture retailer. Assisted in campaign ideation and the development and implementation of marketing strategies.
- Researched competitors’ campaigns, along with vendor and customer feedback to enlighten strategy and creative ideas.
- Proofread and edited to ensure all copy solutions satisfied sales objectives, creative and brand guidelines.

Public Information Assistant**City of Richmond Dept of Public Utilities** July 1996 – June 1997

- Assist the the Public Information Manager by reporting on and staying abreast of legislative, economic, community and environmental impacts on the operational structure of the department by attending legislative sessions, auditing news media and reviewing customer interactions.
- Coordinated, designed, and provided photography for the monthly internal employee and customer newsletters along with any promotional or informational buckslips or brochures accompanying a customers bill.

PROFESSIONAL TRAINING

Coding for Designers, Responsive Design, Interactive Design, Project Management, Negotiation Skills, Time Management, Marketing Research & Analysis, Presentation Skills, Financial & Managerial Accounting