

Sandra Shelton

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Graphic and Web Designer

Proactive and experienced graphic and web designer seeking a creative position to build upon prior experience and skills in content creation, social media, and marketing communications. Collaborative team player with extensive experience creating and maintaining a variety of digital artwork on-brand, with a strong passion for increasing customer satisfaction by providing clients with dynamic and innovative content. Fluent in Adobe Creative Suite tools (particularly Photoshop, InDesign, Illustrator, Acrobat Pro) and Microsoft Office tools.

WORK EXPERIENCE

Freelance Graphic and Web Design • Remote

2025/02/01 – present

- Development of PowerPoint presentations, ebooks, and Event collateral for web and print use for external clients.

New Channel Marketing • Remote

2025/04/01 – present

Project Support Specialist • Contract • Part-time

- Project management in Asana, Teams, OneDrive, and Channel Rocket.
- Create Email templates/campaigns and animated PowerPoint presentation decks.
- Brand-standard graphic design support (asset creation for Events) using Adobe CS Tools.
- Act as a customer liaison between NCM and value-added resellers.

Nurture Marketing/Bumblebee Marketing • Remote

2022/03/01 – 2024/10/31

Project Support Specialist • Contract • Part-time

- Performed Market analysis, Lead Status reporting, Project management in Asana, Teams, OneDrive, and Content MX.
- Created Email templates/campaigns using TD SYNEX Content MX and ActOn.
- Brand-standard graphic design support (asset creation for Events) using Adobe CS Tools.
- Acted as a customer liaison between NM and value-added resellers.

Partners Foundation/Partners Creating Community • Remote

07/2020 – 09/2023

Freelance Graphic/Web Designer • Contract • Part-time

- Created and redesigned websites, ecommerce site, print, digital and social media collateral for multiple events, logos, posters, letterheads and business cards, ads, GoFundMe site campaigns.
- Optimized images for print and web for this non-profit organization dedicated to improving the lives of special-needs adults through partnerships with various businesses in Phoenixville and the surrounding communities.
- Web and ecommerce platform work including Wix, Squarespace, Shopify, GrazeCart, and GoFundMe sites.

Honeywell Inc, Corporate Division • Remote**01/2010 – 02/2020****IT System Integration Lead Analyst, Employee Productivity Group • Full-time**

- Acted as Subject Matter Expert (SME) liaison between the IT organization, third-party vendors, and various global Honeywell business groups to gather and communicate requirements, configure and create initial builds for internal and customer-facing websites, create training materials, troubleshoot issues, and support the website Content Admins and Managers post-launch.
- Optimized images for web-ready use and created site icons that followed Corporate Brand standards for use in AEM and Sitecore components.
- Created, configured, supported, and maintained business websites (internal and external) on AEM, SharePoint and Sitecore CMS platforms that conformed to the company's design language standards. Created and maintained SharePoint and Sitecore Showcase and Training sites to highlight platform capabilities and provide customer support.
- Created Business Requirement, VOC, Gap Analysis, and other documentation (multi-translations) for web and various digital systems applications.

Honeywell Inc., ACS Division Fort Washington, PA • Remote**05/2001 – 01/2010****IT Business System Analyst • Full-time**

- Created, configured, and provided daily maintenance of Honeywell intranet, extranet, and internet websites on MS SharePoint (versions 2002–2013) platform using platform UI, HTML, CSS, JavaScript, MS FrontPage, and Dreamweaver.
- Created and updated digital collateral including imagery, newsletters, email communications, presentations, documents, test cases, training plans, training materials, showcase websites, Captivate videos, PDF, and hardcopy documents.
- Collaborated with Corporate Communications group to develop comprehensive brand-standard aligned materials for enterprise-wide consumption and distribution, to increase Company web and marketing presence.
- Worked as an SME between the IT organization and various global, Honeywell businesses supporting web go-live efforts such as testing and validation of website content at launch times.

Moore Products, Siemens International • Spring House, PA • In-House 10/1989 – 04/2001**Graphic and Web Designer/Administrator, Marketing Communications Group • Full-time**

- Created digital design mock-ups and finals as well as technical and marketing copy, ensuring print-ready preparation for annual reports, brochures, print ads, logos, trade show panels, promotional items, New Product Introduction sales and packaging materials.
- Oversaw creation and maintenance of Company product-centric websites.
- Created and edited Product Engineering drawings to align with the Engineering Change Order Process.
- Created hand-inked isometric assembly drawings for customer support documentation.
- Responsible for photo masking for print production as well as Leroy letter-set hand-inking product information on drawings, products, and product labels.

Product Launch Concierge • Remote
Freelance Graphic and Web Designer • Part-time

05/2015 – 07/2018

- Created digital graphics for web and print use for external clients.
- Created initial mockups and finished designs that included logos, newsletter banners, SOWs, Mood boards, flyers, exhibition posters and handouts, brochures, and Speaker One Sheets.
- Created wedding announcements, invitations, holiday cards, graduation announcements, photo collages.

St. Mary Catholic School • Schwenksville, PA • Remote
Web Designer/Administrator • Part-time

01/2006 – 12/2017

- Created and maintained all web pages, navigational elements, and imagery for K-8 school website using MS Frontpage, Dreamweaver, HTML, and CSS.

EDUCATION

Temple University, Tyler School of Art • Philadelphia, PA, USA
Coursework: Fine Arts

CERTIFICATIONS

Logo Design Mastery in Adobe Illustrator • StackSkills
Adobe Photoshop and Advanced Photoshop • StackSkills
Adobe Creative Suite Certification • StackSkills
Agile Bootcamp Certification
Green Belt Certification
Six Sigma (DFSS) Certification

SKILLS

Adobe Creative Suite • Adobe Illustrator • Adobe InDesign • Adobe Photoshop • Adobe Acrobat Pro • Asset Development • Content Creation • Creativity • Customer Satisfaction • Digital Advertising • eCommerce Sites • Graphic Design • HTML, JavaScript, and CSS • Innovation • IT Business Analysis • Marketing Campaigns • Marketing Communications • Microsoft Office • Multiple CMS Platforms • Photo Manipulation/Editing • Presentations • Print Advertising • Prepress • Proactive • Process Printing • Project Management • Team Player • Training Material Development • Web Design

REFERENCES

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