**SHELBY HARRIS**
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# **Professional summary**

Dedicated and self-motivated Graphic Design and Marketing Professional with 9+ years of experience delivering key leadership and direction in multimedia design, promotional content, and complex administrative support. Proven record of collaborating with internal departments and cross-functional teams, leveraging technology to streamline operations and manage concurrent projects. Adept at consolidating information sources to create accurate, detailed media. Demonstrates strong analytical and problem-solving skills, making competent decisions based on historical data and forecasting. Capable of meeting deadlines and prioritizing assignments to best support organizational goals and objectives. Able to work remotely from a home office environment.

# **technical proficiencies**

Microsoft Office Suite | Adobe CS - Illustrator, Photoshop, InDesign, Lightroom | Sketchbook Pro | Constant Contact | HootSuite

# **Core competencies**

Content Creation | Quality Assurance | Project Management | Social Media Management | Problem Solving | Task Management

Marketing & Advertising | Shipping & Receiving | Strategic Planning | Interpersonal Communication | Logo Design | Video Editing

# **professional history**

**Marketing Director | Tabani Realty** - Addison, TX **February 2017 - Present**

* Increased the number of quality leads by 70% by reviewing site traffic and reaching out to individuals through social media, in addition to responding to email inquiries and in-office visitors
* Prepare and implement marketing strategies including website design, marketing materials, and social media posts to drive outreach
* Improved offering memorandums by customizing pages, adding infographics about the surrounding area, customized maps with markers of nearby attractions, and maps showing distances to major cities
* Manage multiple listings at once, implementing workflow improvements to streamline tasks and content development
* Provide high-level, complex administrative support by conducting research, preparing statistical reports, handling information requests, and performing clerical functions

**Office Manager (Part-Time since 2017) | Europa Designs** - Dallas, TX **April 2013 - Present**

* Drive order management operations for a specialty designer for Neiman Marcus, overseeing orders from PO to final shipment
* Adhere to regulatory guidelines for labeling and shipping fur products, maintaining 100% order accuracy and zero regulatory fines
* Create UPCs, labeling tickets, bag labels, and shipping labels to each store, utilizing DiCentral and EDI formatting to track orders
* Work with other store ownership to produce brand-relevant designs, innovative design and technology solutions, and consumer experiences that reflect and elevate company standards
* Utilize Adobe Creative Suite to create print materials for local tradeshows by creating designs, concepts, logos, and sample layouts based on knowledge of layout principles and design concepts

**HR & Accounts Receivable Office Assistant | Sears** - Cape Girardeau, MO **June 2006 - October 2012**

* Streamlined operations by utilizing company software to efficiently document employee data, update account records, and correspond with colleagues to provide information
* Collaborated with internal departments by establishing rapport and maintaining open lines of communication to quickly identify and correct issues
* Managed Accounts Receivable by posting and classification of the daily receivable transactions and maintaining comprehensive records of daily transactions
* Maintained receivables through timely invoice processing and procedure code usage tracking through various reporting systems
* Facilitate the onboarding of new employees by delivering orientation presentations to ease the new employee transition

# **Internships**

**Graphic Design & Product Development Intern | Heelys** - Dallas, TX **Summer 2008**

* Supported the creation and execution of innovative publicity programs that increase awareness and positive perception of the brand
* Collaborated with creative teams to utilize industry-best methods, tools/technology, and process improvements to meet project needs
* Researched upcoming trends and competition to contribute concepts to F/W 2009 Collection, maintaining spreadsheets to track trends for multiple product lines

# **education**

Bachelor of Science - Industrial & Engineering Technology | Southeast Missouri State University - Cape Girardeau, MO

Major: Computer & Multimedia Graphics; Minor: Integrated Marketing Communications