



# SHAWNA LEMOTT

Art Director  
Creative Manager  
Graphic Designer

## GET IN TOUCH

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## EDUCATION

**MASTER OF FINE ARTS,  
WITH HONORS**  
**Web Design and New Media**  
Academy of Art University  
San Francisco, CA

**BACHELOR OF ARTS**  
**Fashion Merchandising**  
Central Washington University  
Ellensburg, WA

**ASSOCIATE OF APPLIED ARTS**  
**Visual Communications/  
Graphic Design**  
Art Institute of Seattle  
Seattle, WA

## TECHNICAL SKILLS

InDesign	██████████
Illustrator	██████████
Photoshop	██████████
After Effects	██████████
Premier	██████████
Acrobat	██████████
Excel	██████████
Word	██████████
PowerPoint	██████████
Keynote	██████████
Photography	██████████
Video	██████████
HTML/CSS	██████████

## ABOUT ME

Resourceful, customer-oriented creative offering 10+ years of demonstrated experience in executing graphic design, interactive marketing strategies, visual communications and brand identity initiatives that build value in corporate marketing environments. Collaborative leader, with 4+ years of managerial experience, leading and training creative professionals into cohesive, high-performing teams through hands-on involvement and clear communication of goals and expectations.

- » Brand Development & Management
- » User Interface & Graphic Design
- » Creative Team Leadership
- » Budget Management
- » Creative Project Management
- » Problem Solving & Decision Making

## EXPERIENCE

### LUCKS FOOD DECORATING COMPANY 11/16 - 2/20

#### Marketing Manager

Promoted after 1 year to develop and execute strategies for promotional materials, advertising, product design development, market research, trend analysis, trade show, website and strategic customer communications. Worked with multiple project stakeholders to launch new products in alignment with corporate objectives.

- » Recruited and developed a high-performance Creative Marketing Team through mentoring, hands-on involvement and regular participation in industry training courses, resulting in minimal turnover during 4 years as Manager.
- » Conceptualized ideas and developed new products with stories, palettes and fonts, based on current market trends, that resulted in trade publications, sales presentations and leads.

### LUCKS FOOD DECORATING COMPANY 5/15 - 11/16

#### Creative Specialist

Worked directly with the Marketing Manager to develop targeted and visual communications for diverse markets and custom product designs in accordance with customer specifications, artwork and source material and licensing requirements.

- » Increased new website traffic by ~20% after orchestrating a successful rebranding effort to refresh Luck's branding guidelines and logo and restructure the B2B website to be mobile-friendly.
- » Contributed to \$20K in savings by proposing and implementing digital lookbooks, with seasonal designs and promotions, on website and social media that replaced the annual print catalog and strengthened targeted marketing.

### ROMAN MEAL COMPANY 1/06 - 3/15

#### Creative Manager

Advanced through roles of increased leadership and responsibility, working up from Marketing Assistant to creative managerial role. Interpreted and translated corporate marketing and branding visions into package design, advertising, print/online promotional sales and marketing materials to engage customers and drive sales. Budget: \$600K to \$1M+.

- » Executed a national tradeshow and multiple event initiatives for Roman's 100-year anniversary that exceeded attendance goals by 20% and grew corporate database membership by 30% to 8,000+ members.
- » Served as the creative project manager to shape the creative direction and guide projects from concept to completion with full oversight of scheduling, budget administration, resource management and issue and conflict resolution.
- » Honed relationship-building capabilities by working with top-line, Seattle-based PR agencies, procurement, vendors, consultants, copywriters and on-/off-site production and media assistants.