

Shanelle Gorham

Digital Marketing Specialist & Web Developer

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Strategic and detail-oriented print and digital designer with over ten years of experience in web development and graphic/print design. Combining deep industry knowledge with HTML and CSS using Adobe Creative Suites to elevate branding and larger sales possibilities for organizations. Experienced with numbers (finance) to assist me with using excel for marketing/sales reporting practices. Developed brands using email marketing and social media campaign developments, and direct mail marketing. Assisted companies with SEO management.

- Wordpress Developer
- Print Production Specialist
- Branding & Rebranding
- Direct Mail Marketing
- Graphic/Web Design
- Search Engine Optimization (SEO)
- E-commerce Coordinating
- Email Marketing
- Social Media Marketing
- Microsoft Office Suite
- Adobe Creative Suite

Professional Experience

PTM Promotional | Drexel Hill, PA

Webmaster & E-commerce Sales Coordinator (2017 – 2018)

- Developed and maintained company website (wordpress platform)
- Sustained social media pages and blog
- Designed email and direct mail marketing utilizing social such as ExactTarget, Constant Contact, ReturnPath, and MailChimp
- Created reports to show volume of online sales and inventory
- Created online stores and sales sheets for sales team
- Managed 10+ online stores
- Assisted customers with online ordering
- Created and managed the company's marketing and office calendar
- Scheduled networking events for sales members
- Managing company videos for the site using Final Cut Pro, Quicktime, and After Effects
- Meet with coworkers within sales to agree on site designs for online stores or sales catalogs
- Assist with marketing products by developing and implementing marketing and advertising campaigns (digitally); tracking sales data (via Yelp); and maintaining promotional materials inventory (digitally)
- Developed, implemented and executing strategic marketing plans for the organization in order to attract potential customers and retain existing ones
- Scheduled coworkers for networking events; paid for events with company credit card

The Matson Group | Wayne, PA

Freelance Web Developer (2018 – Present)

- Assist with the development of websites for their new and/or existing clients
- Create and alter images to display on sites
- Work on ecommerce elements (woocommerce) elements when needed
- Fix CSS or HTML issues
- Work in Trello to stay updated with upcoming tasks

Barksdale School Portraits | Aston, PA

Graphic Marketing Specialist (2012 – 2017)

- Designed and produced marketing materials including photo packaged, offering memorandum, invitations, announcements, presentation boards, etc. (using the corporate's branding standard templates)
- Designed and created 500+ school portraits fliers
- Created fillable forms to prepare for print
- Designed 500+ email and direct mail marketing pieces
- Created social media elements and managed marketing calendar
- Assisted clients when necessary
- Responsible for layout, design and production activities to produce quality graphic-design art work
- Used desktop publishing applications to complete assignments involving word processing, page layouts and the creation of charts and computer graphics
- Imported graphic images and integrates with text using InDesign
- Provided base coordination for all graphic design work proposals
- Provided primary graphics support for customer meetings, presentations, awards, and photo package sheets
- Provided additional typing support on graphic design projects as needed
- Coordinated graphic production requirements with printers, vendors and the Marketing and Public Relations
- Worked with Vendors for quotes, purchase orders, press proofs, and coordinating delivery of final product
- Maintained all graphic design equipment, print equipment and software (expert use of Adobe Creative Suites, Microsoft software, and MailChimp and ReturnPath)

Education

Bachelor's in Multimedia Design (BS); Wilmington University | New Castle, DE

Technical Capabilities

Microsoft Office (excel, powerpoint, word, access), Adobe Creative Suite (photoshop, indesign, aftereffects, dreamweaver, illustrator), MailChimp, Constant Contact, UX/UI software, PC/Mac, 70WPM, SAP, PeopleSoft,