



# Niki Shilney

## GRAPHIC DESIGNER

nikishilney.com | niki.shilney@gmail.com | 914.447.0277

## EDUCATION

**The University of Tampa** Bachelor of Fine Arts

August 2013 - May 2017

## EXPERIENCE

**National Asset Manager - Graphic Design and Layout** Hello! Destination Management  
March 2019 - Present

Work directly with the internal and external customers to design creative event driven graphics across the nation.

Lead the graphics team of five employees on large events that need multiple graphic elements.

Execute design and print projects from concept to fulfillment.

Partnered with the sales teams, creative teams, and executive leadership to create graphics for corporate events including: menus, photo-ops, branded elements, large scale wall designs, name badge designs and more.

Collaborate with executive leadership to fulfill B2B RFP needs.

Work directly with the communications manager, company president, and content team to re-brand the company. This included re-designs of: brand vision book, brand style guide, business cards, letterheads, sales slicks, PowerPoint templates, proposal templates, and more. Along with saving and organizing these assets for future use.

Develop motion graphics from concept to fulfillment for social media

Utilized Adobe Creative Suite (Adobe Illustrator, Adobe InDesign, Adobe Photoshop, and Adobe After Effects), PowerPoint, Word, Excel, Outlook, custom CRM and Project Management systems to complete day-to-day tasks.

Enforce the Hello! Brand across 11 offices nation wide.

Implement and follow new file organization guidelines for all graphic assets.

Maintain the corporate website and internal communications site.

**Graphic Designer** Hello! Destination Management  
May 2018 - March 2019

Partnered with the sales and creative team on projects including but not limited to branding of banners, signs, food truck wraps, photo-op backdrops, web and e-mail marketing, invitations, stickers and decals, photo editing & manipulation.

**Multimedia Designer and Coordinator** Amateur Athletic Union of the United States, Inc.  
January 2018 - May 2018

Coordinated with 41 sports managers to design a marketing strategy to promote various sporting events.

Assembled a cohesive brand for the AAU James E. Sullivan Award ceremony by utilizing Adobe Illustrator to develop branding for the event including brand implementation on invitations, folders, stage banners, letterheads, apparel, name badges, posters, pull up banners, and social graphics.

Facilitated and provided oversight of print production company to print all collateral for the AAU James E. Sullivan Award ceremony.

Launched and created animated video as pre-event marketing for the AAU James E. Sullivan Award ceremony.

Organized efforts with AAU Volleyball, Basketball, Wrestling, Track and Field, and other sport Managers to develop a brand for national events using Adobe Illustrator to create flyers, social graphics, web graphics, large scale banners, digital billboards, email graphics, and save the dates.

Orchestrated with outside vendors/production companies when needed such as banners with Visit Orlando.

Attended events at ESPN Wide World Of Sports to edit photos in Adobe Photoshop on-site.

Organized all event photos provided by event photographers and utilized Adobe Photoshop to edit photos prior to categorization.

Collaborated with the AAU's Business Development Manager to create a visually stimulating PowerPoint presentation pitch to a potential new sponsor.

Implemented and maintained all brand standards in flyers, banners, email blasts, social graphics, web graphics, digital banners, folders, letterheads, business cards, invitations, save-the-dates, and pull up banners for all events and corporate collateral by utilizing Adobe Creative Suite (InDesign, Photoshop, Illustrator, and After Effects) and Microsoft Office.



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## EXPERIENCE CONTINUED

### **Multimedia Digital Marketing Designer** Digital Risk, LLC.

*June 2017 - November 2017*

Collaborated with the marketing team to generate and implement the annual marketing strategy.

Lead all digital marketing design initiatives including web, video, email and social media

Responsible for designing and coding new and existing web pages along with email campaigns.

Performed end to end execution of animated video and design projects meeting all deadlines.

Lead creative designer to the Internal Communications Team, responsible for elevating the look and feel of all employee communications.

Developed, implemented and maintained all branding standards in presentations, email blasts, logos, landing pages, brochures, site graphics, and a bazillion other types of marketing collateral.

Work closely with head of marketing to execute all graphic needs for an array of events including conferences and internal functions.

### **Media Manager** Electus Global Education Co. Inc.

*February 2016 - June 2017*

Worked individually or with a team to implement marketing programs and develop branding i.e; logos, brochures, presentations, mass emails, advertisements, and website designs.

Maintained company website.

Designed and developed marketing and communication collateral for use across multiple communications channels including print, trade shows, digital/electronic, social media and website.

Collaborated with various department leaders to coordinate internal/external marketing and communications needs Manage multiple projects and independently prioritize tasks.

Served as a project lead in determining appropriate platforms, design and production specifications for the creation of product marketing collateral.

## SKILLS

### **Advanced**

Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe After Effects, Microsoft Office, Constant Contact, Mailchimp, Email Design, Social Media Design

### **Developing**

Adobe Premier, HTML, CSS, UX/UI Design