

2025
General CV
Cover Letter/Background
Seattle, WA

Dear Recruiter and / or Hiring Team,

I am excited that you've considered me for this opportunity. With extensive experience creating executive-level communications and visual strategies for Fortune 500 clients — including **Microsoft, Amazon, Expedia Group, Premera, and Impinj IoT** — I bring a proven ability to distill complex input into compelling narratives and high-impact visuals that drive alignment across diverse audiences.

At **SKN Designs/Marketing**, I have partnered with executives and cross-functional teams to deliver presentations, campaigns, and brand strategies that balance clarity with creativity. My work often extends beyond design execution into strategic content development, project management, and mentoring, ensuring that creative deliverables support larger business objectives. Highlights include:


- **Microsoft (via WE Comms (PR agency, Prime 8, Run Studios)** – Developed and directed executive-level presentations and campaign collateral, trusted to interface directly with senior leaders under tight deadlines.
- **Amazon Alexa+ Executive Event** – “Elevated presentation storytelling for a closed-door leadership session;” praised by senior leadership for personalized recommendations that raised the bar for the entire event. (*see endorsements*)
- **We Communications** – (Agency / Global Partnerships) Developed a range of executive/senior tech (and non-tech) presentations and campaigns; created scalable processes and partnered on We Plus, a global partnership initiative, as well as mentored junior team and collaborated with cross-functional teams from analytics to top tiers.
- **Expedia FCTS (Cross-functional GTM)** – Partnered with 14 product managers to unify customer-journey messaging and improve intake processes, increasing go-to-market efficiency by 50%.

Proficient across Adobe Creative Cloud, and Microsoft Office Suite (PowerPoint, Outlook), I also bring hands-on video production and event support experience. Beyond technical expertise, what sets me apart is my ability to collaborate across executives, developers, partners, and creative teams — shaping both the message and the medium to drive engagement.

Enclosed in my tailored CV package you'll find a condensed resume highlighting experience aligned to this role, along with a Bio/Endorsement Sheet that reflects the impact I've had across teams, and a Case Study Sheet illustrating selected projects. My full professional background is available on my LinkedIn profile, which also includes expanded endorsements from executives and colleagues. I invite you to explore **SKN Designs.com** for case studies with described strategy development under **“Featured Work,”** while the **“Portfolio”** section presents a wider range (including presentation section) of multimedia deliverables.

I would love the opportunity to bring my skills to your team and **support leadership** in delivering clear, compelling, and visually impactful communications. Thank you in advance for your time and consideration.

Best regards,


Shelley K. Neves

INTRODUCTIONS :: Shelley Neves

Principal Creative Strategist and Director :: www.skn.marketing :: www.skndesigns.com :: skndesigns@outlook.com :: 206.850.8201

Strategic communications marketer and consultant with a rare blend of visual and written acumen. I empower teams from junior designers to C-suite executives, shaping compelling narratives and multimedia strategies, with diverse consulting experience across brands including Amazon, Microsoft, Expedia Group, Boeing, Premera, Impinj IoT, and We Communications. A solutions provider who thrives in fast-paced environments, I believe in collaboration without ego and the power of clarity through creativity. **Full extended background available on LinkedIn.**



CLIENT LIST and...

Visit [linkedin.com/in/shelleyneves](https://www.linkedin.com/in/shelleyneves) for expanded work history & client endorsements. Case Studies at:

[www. SKN Designs.com](http://www.SKN Designs.com)

- EXPEDIA GROUP
- MICROSOFT
- IMPINJ IOT
- WE COMMUNICATIONS
- GATES FOUNDATION
- PWC
- BOEING
- PREMERA BLUE CROSS
- STE. MICHELLE WINERY
- AMAZON ALEXA+

TECHNICAL SKILLS

- TOP TIER PRESENTATIONS
- CAMPAIGN STRATEGIES
- BRANDING
- WEB DESIGN & USER FLOW
- CREATIVE / ART DIRECTION
- CONTENT DEVELOPMENT
- MOTION GRAPHICS
- INTERACTION DESIGN
- PRINT
- INFO GRAPHICS
- B2B / CLIENT RELATIONS
- TEAM MOTIVATING
- STRONG COLLABORATION

EXPERIENCE (CONDENSED)

LEAD CREATIVE MARKETING CONSULTANT (Microsoft) | PRIME 8 CONSULTING, 2025 – PRESENT

Support Microsoft executive Communications and creative initiatives for enterprise-level programs.

- Develop high-visibility creative assets and presentation storytelling for enterprise-level initiatives.
- Collaborate with leadership and cross-functional stakeholders to streamline communications and strengthen content clarity.
- Integrate AI-driven ideation, workflow efficiencies to enhance creative delivery.

PRINCIPAL & CREATIVE MARKETING STRATEGIST | SKN DESIGNS / MARKETING, 2010 – PRESENT

Lead marketing, brand communications, and multimedia design across global clients and industries.

- Partner with global brands (Amazon (Alexa+), Microsoft, Expedia Group, Boeing, Premera, Impinj IoT, PwC, We Comms) to translate complex initiatives into scalable creative strategies.
- Orchestrate multimedia deliverables—presentations, campaigns, video, websites, and print—using Adobe Creative Cloud, Microsoft 365, and AI-powered tools.
- Bridge creative & business teams to ensure brand alignment & efficient workflow management.
- Collaborate directly with leadership on messaging, creative direction, and GTM execution.

CREATIVE DIRECTOR CONSULTING | SIMPLE CONCEPTS, MARCH 2022 – JULY 2022

Provided creative leadership and process improvements to elevate design quality and collaboration.

- Consulted on creative workflow improvements and scalable intake process that enhanced efficiency and collaboration.
- Mentored junior designers to elevate deliverables and ensure alignment with client brand and go-to-market objectives.

COMMUNICATIONS LEAD (Q1 DELIVERY CONSULTANT) | MICROSOFT, MAY 2021 – JULY 2021

Supported executive communications, content and presentation development across Q1 Delivery.

- Partnered with stakeholders across Q1 Delivery to align messaging and creative assets for product launches, executive presentations, and cross-functional campaigns.

COMMUNICATIONS & MARKETING STRATEGIST – CONSULTING | PWC, MAY 2021

Delivered new cohesive executive marketing materials that better aligned with PwC's current brand.

- Revitalized legacy sales and marketing collateral, developing cohesive visual systems and executive communications to align with PwC's evolving global brand standards under 24-hour deadlines for high-value business opportunities.

SR VISUAL & UX DESIGNER – CONTRACT | EXPEDIA GROUP (FACTS), NOVEMBER 2019 – MAY 2020

Partnered with top-tiers to create and optimize communication systems and streamline GTM delivery within the *Financial Core Transaction Systems*.

- Partnered with 14 product managers across Expedia brands to unify customer-journey messaging and improve internal communication processes across platforms.
- Designed and optimized intake and presentation workflows, improving team efficiency by 50%.

EXPERIENCE (CONDENSED) - CONTINUED

ART DIRECTION & TOP-TIER PRESENTATIONS, CONTRACT I WE COMMUNICATIONS (PR AGENCY), SEPTEMBER 2018 – MAY 2019

Directed visual storytelling and cross-functional creative support for global tech and consumer brands.

- Partnered with SVP Aaron Petras (now AWS) on the We Plus global partnerships initiative; led visual storytelling and process optimization for tech, healthcare, and consumer clients.
- Collaborated cross-functionally with analytics, PMs, copy writers, and PR teams to align creative output to campaign brands and goals.
- Mentored junior designers and improved intake processes to boost efficiency and quality.

IPO CAMPAIGN CREATIVE / ART DIRECTOR CONSULTANT I IMPINJ IoT - TECH / FINANCE / PR

Led creative direction and investor communications strategy during Impinj's global IPO launch.

- Partnered directly with C-suite executives, investor relations, and external agencies under Brexit volatility.
- Developed investor presentations, narrative decks, and multimedia marketing collateral adhering to S1 documentation.
- Synthesized complex IoT data and financial insights into accessible storytelling.
- Coached executives on presentation delivery; campaign raised \$67M and achieved a +58% stock increase on day one.
- Invited to join the team at the **NASDAQ bell-ringing ceremony** to mark the IPO's success.

SENIOR VISUAL DESIGNER I PREMIER MEDICARE CAMPAIGN - REGULATED HEALTHCARE, JUNE 2013 – NOVEMBER 2013

Collaborated creative strategy on compliance-driven content for **five-county Medicare Advantage**.

- Designed and produced multi-channel deliverables — print, digital, and event collateral — while ensuring adherence to strict regulatory guidelines.
- Partnered with marketing and compliance teams to translate complex medical plan information into approachable, audience-ready content.
- Balanced clarity with brand tone to improve audience trust and conversion.
- Achieved +27% new sign-ups in Q1 and +22% engagement increase through targeted storytelling and visual consistency.

FOUNDATIONAL CREATIVE LEADERSHIP – PRINT & PRODUCTION

ART DIRECTION & SR. VISUAL COMMUNICATIONS I OPTIDISC SOLUTIONS LLC

Built and led the company's first art department, establishing end-to-end print and production workflows while strengthening company culture and visibility.

- Defined color theory standards and developed consistent brand palettes across packaging, collateral, and CD surface design.
- Adapted artwork for direct silk-screen printing on discs, balancing translucent and opaque inks for color accuracy and durability across metallic substrates.
- Implemented structured intake and proofing processes, improving cross-team efficiency by 33% in less than three months and while replacing two people.
- Oversaw preflight, screen, and ink departments to ensure production accuracy, cross-functional alignment, and visual consistency.
- Hired and mentored cross-functional team members while developing strong relationships with vendors, sales partners, and senior executives to improve collaboration and creative outcomes.
- Created Ad campaign that was **featured in Media Inc.** & exhibited at the **Art Institute Alumni Show**.



SKILLS and...

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PLATFORMS

- PC AND MAC

SOFTWARE PROFICIENT

- ADOBE CREATIVE CLOUD
 - INDESIGN
 - ILLUSTRATOR
 - PREMIERE PRO
 - ADOBE EXPRESS
- MS PPT, 365, & TEAMS
- GOOGLE SLIDES
- FIGMA
- AI SOFTWARE / TOOLS
 - CHAT GPT PROMPTING
 - COPILOT
 - TYPESET
 - ADOBE FIREFLY
 - PHOTOSHOP
 - ILLUSTRATOR
 - CANVA
 - IDEOGRAM
 - NANO BANANA

EDUCATION

ART INSTITUTE SEATTLE

- Bachelor of Fine Arts
- Applied Art Associates

BIO AND ENDORSEMENTS (BACKGROUND SUMMARY)

I've grown from a creative marketing foundation into a communications-strategic role, blending storytelling, design, and strategy to create meaningful impact. That mix helps me connect easily with executives, partners, and creative teams — shaping ideas, simplifying the complex, and ensuring deliverables land with clarity and polish. The endorsements below reflect that range: leaders and colleagues recognizing my ability to navigate complex initiatives (Tech IPO, healthcare, travel) while elevating storytelling and collaboration (Amazon Alexa+, Microsoft, We Communications PR Agency).

This CV showcases my professional journey and spans both high-profile projects and short-term consulting engagements — reflecting the adaptability, marketing diversity, and results-driven mindset that have shaped my career.

ENDORSEMENTS (LinkedIn.com/in/shelleyneves)



"Shelley brought great value to our team with a completely unique A that was lacking before she joined. She helped us think about our projects / products in new ways and translated our thoughts into appealing presentations and materials that better communicated our vision and strategies. I learned a great deal from her about visual communication, as well as various technical capabilities she used to craft her products. I wholly endorse Shelley for her innovative design, presentation, and communication skills, and would happily work with her again in a future role if the opportunity presented itself."

Tom Mekuria, Senior Product Manager
EXPEDIA GROUP



"Shelley I had the pleasure of working with Shelley as part of the design team for a closed-door Alexa+ event, and I was continually impressed by her professionalism and creative expertise. Shelley is collaborative, and always focused on elevating the work for everyone involved. During the Alexa+ event, Shelley provided personalized recommendations that truly raised the bar of our presentation. Beyond her technical skills, I appreciated Shelley's positive attitude. I would recommend Shelley for any creative or visual design project."

Chris Agarwal, Solutions Architecture Leader
AMAZON, ALEXA + AI INNOVATION



"Shelley is a passionate and driven designer and works very hard to meet the requirements of the project while bringing her own creative elements to the work. I hired her for her creative eye and ability to pick up quickly on the design elements that we had to maintain for "Brand" purposes. She not only designed content based off our scope, but also brought her own unique perspective which was one of the main reasons why I brought her on. She met all of our deadlines and developed all our content and assets very well to support our go-to market initiatives."

Nomi Nazeer, MS 365 Principal Partner Marketing
MICROSOFT



"Shelley reported directly to me, and was a key part of our design team, helping create numerous collaterals, mailers, brochures, and required marketing materials to support a five county Medicare Advantage product launch. Medicare Advantage is an extremely regulated environment, with compliance demands that frequently challenge clear communication and effective design. Despite these restrictions, Shelley adapted quickly to the regulatory challenges and capably produced successful materials. Shelley will be a strong asset to any creative team."

Greg Smith, Sr Marketing Manager, Medicare
PREMERA BLUE CROSS



"I've had the opportunity to work with Shelley on several occasions. She's a broad, systemic thinker who uses her design experience to convey complex ideas. She knows how to work with creatives and more importantly non-creatives alike to get to the core strategic concepts that lead to great design. Shelley meets deadlines and consistently delivers high quality work. She's a great collaborator."

Aaron Petras, WE COMMS Sr. VP Global Operations
WE COMMUNICATIONS (AGENCY)



"I hired Shelley to come in and help us modernize our marketing and sales materials that were 15 yrs old. Working within strict branding guidelines, she was "like a SWAT team", quickly executing our request and turning around deliverables in less than 24 hrs. Shelley can navigate complex content and turn it to something more digestible with amazing collaboration skills. She would be an asset to any team."

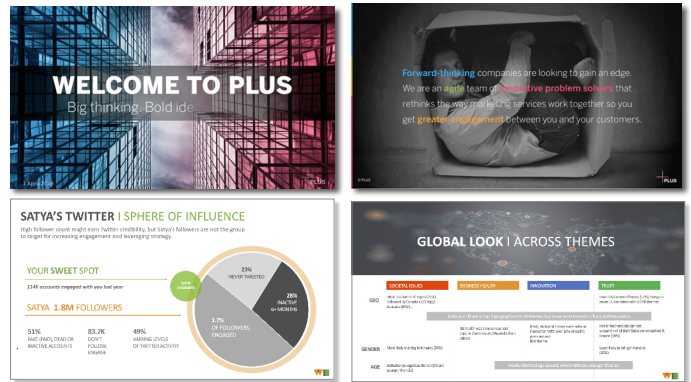
Diane Weaver, Director of Finance
PRICE WATERHOUSE COOPER

IMPINJ IOT | GLOBAL / FINANCE / PR, PUBLIC OFFERING



Partnered directly with C-suite executives and investment banks to lead investor communications during the IPO under Brexit volatility. I owned the campaign end-to-end — developing presentations, narratives, and creative direction while overseeing vendor deliverables. By synthesizing complex financial and technical data into persuasive, compliant content, the IPO raised \$67M on day one and delivered a 58% stock price increase, with an invitation to the NASDAQ bell-ringing ceremony from the client.

WE COMMUNICATIONS AGENCY | GLOBAL PARTNERSHIPS



Partnered with SVP Aaron Petras (now at AWS) on the We Plus global partnerships initiative, while leading senior-level pitches and campaigns for global technology clients under fast-turn agency timelines. Collaborated cross-functionally with analytics and PR teams to align messaging, scale creative output, and improve delivery efficiency. Mentored junior designers and developed intake processes that strengthened alignment and creative quality across high-volume client accounts.

EXPEDIA GROUP | CROSS-FUNCTIONAL COLLABORATION



Collaborated with 14 product managers across Expedia Group's FCTS teams on developing an intake processes, and improving efficiency of go-to-market execution by 50%. Unified messaging across fraud, tax, and coupon systems, ensuring alignment between cross-functional teams and brands. The project streamlined customer-journey communications, improving clarity for both internal stakeholders and end customers.

PREMERA | FIVE COUNTY LAUNCH, REGULATED GTM



Collaborated and created a multi-channel Medicare Advantage product launch across five counties, balancing compliance requirements with clear, customer-focused communication. Produced books, brochures, ads, and digital content that simplified complex information for target audiences. The campaign drove measurable adoption, with a 27% increase in new sign-ups and a 22% rise in customer interactions during the first quarter.

TIRED OF TRASH / TOT | SMALL BUSINESS END-TO-END CAMPAIGN AND MERCHANDISING, BRAND CREDIBILITY

Developed a complete go-to-market campaign for an eco-startup encompassing brand identity, website, social presence, and merchandise. Directed all creative and strategic elements from concept through launch, positioning the brand as an environmentally conscious community partner. The company was recently featured on KIRO 7 News wearing full brand merchandise—showcasing growth, visibility, and credibility driven by integrated storytelling.

