

BACKGROUND SUMMARY / BIO AND ENDORSEMENTS

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I've consulted as a Creative Director, Art Director, and Marketing Strategist for leading companies including Expedia, Microsoft, and WE Communications. Skilled in translating complex technical content into impactful presentations for sales and marketing purposes, I excel in strategy framework development and creating easy-to-understand materials. At WE Communications, I managed diverse projects ranging from technology to healthcare, delivering campaign strategies, event graphics, and motion graphics. I thrive on challenges and am dedicated to finding effective solutions. Here's what my colleagues and clients have shared on my profiles with diverse positions and impactful organizations:

ENDORSEMENTS (LinkedIn.com/in/shelleyneves)



"Shelley brought great value to our team with a completely unique skillset 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 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 Manager
MICROSOFT



"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, & International Operations
WE COMMUNICATIONS (AGENCY)



"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



"Shelley excels not only in providing creative direction and delivering distinguished designs, but in recommending marketing strategies that help clients meet strategic business goals. There is no way to fully appreciate Shelley's talents unless you experience her creative process. If you need someone to help you take your business to a new level of professionalism and effectiveness, I highly recommend working with Shelley."

Shelly Ellison, Principal
WRITEFORM CONSULTING



"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