

2026

Multimedia Storytelling | AI-Enhanced Content Production
Producer/Internal Comms
General Cover Letter

Dear Hiring Manager and Team,

My career has centered on creating audience-focused content that informs, engages, and inspires—spanning executive communications, multimedia storytelling, digital campaigns, thought leadership content, and AI-enhanced production workflows across enterprise, technology, healthcare, and consulting environments. **Selected experience includes:**

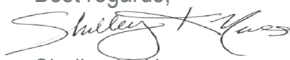
- **Amazon Alexa+ Executive Event (RUN Studios)** – Supported executive content development and multimedia storytelling for a high-visibility AI leadership event, refining narrative clarity, visual hierarchy, motion builds, and audience engagement under accelerated timelines.
- **Expedia FCTS (Global GTM)** – Partnered with 14 product leaders and engineers to transform complex transaction, fraud, tax, and payment systems into clear, audience-focused communications that improved understanding and cross-functional alignment.
- **Impinj IoT IPO Campaign** – Led investor-facing presentation architecture and executive storytelling during a global IPO under Brexit volatility, translating complex semiconductor and RFID ecosystem data into structured investor communications. The IPO raised \$67M on day one with a 58% stock increase.
- **SKN Marketing and Multimedia Consulting** – Developed websites, digital campaigns, multimedia content, social media assets, AI-assisted visual storytelling, and multimedia communications supporting audience growth, engagement, and brand visibility across diverse industries.
- **We Communications (PR Agency / Global Partnerships)** – Led executive presentations and communication frameworks across enterprise technology initiatives, partnering closely with stakeholders, strategists, analytics teams, and creative groups to align messaging and improve communication effectiveness.

What resonates most about this opportunity is the combination of content creation, storytelling, community building, and design advocacy. I enjoy developing content ecosystems that connect audiences with ideas—whether through executive storytelling, multimedia production, digital campaigns, or emerging AI-enhanced workflows..

Enclosed is a curated CV packet including a condensed résumé, executive & team endorsements, and focused case studies highlighting multimedia storytelling, AI-enhanced content production, and audience-focused communications. Additional work can be viewed at **SKN Designs.com** under “*Featured Work*” - closer look at large projects and “*Portfolio*,” with presentation and multimedia samples shared within proprietary constraints.

Thank you for your consideration. I would welcome the opportunity to discuss how my background in content creation, multimedia storytelling, community-focused communications, and AI-enhanced workflows could contribute to your team.

Best regards,


Shelley K. Neves

INTRODUCTIONS :: SKN MARKETING | DESIGNS

Strategic content creator specializing in multimedia storytelling, digital communications, and AI-enhanced content production across enterprise, technology, healthcare, and consumer-facing brands.

Partner to cross-functional teams and senior leadership, known for improving clarity, accelerating go-to-market execution, and delivering high-visibility creative across global organizations including **Amazon, Microsoft, Expedia Group, PwC, We Communications, & Boeing.**

Full extended background available on LinkedIn.

CORE CAPABILITIES

PRESENTATION & STORYTELLING

- Executive Presentations & Keynote Design
- Change Communication & Adoption Narratives
- Data Visualization & Infographics

MARKETING & CREATIVE

- Campaign Development
- Brand Systems & Creative Direction
- Go-to-Market Storytelling

DIGITAL & MULTIMEDIA

- Performance Creative Optimization
- Motion Graphics & Video
- UX / Visual Systems

TOOLS & TECHNOLOGY

PowerPoint (Expert: animation, templates, large-scale deck architecture) :: **Adobe Creative Suite | Figma** | Google Slides

AI Tools (ChatGPT, Firefly, Copilot, Ideogram, Canva, Typeset, Nano Banana, Adobe)

SELECTED MARKETING & PRESENTATION ENGAGEMENTS (CONDENSED EXPERIENCE)

PRINCIPAL | SKN MARKETING | CONTENT STRATEGY & MULTIMEDIA PRODUCTION, 2010 - Present

Design high-impact visual assets across print, digital, and live environments, including event graphics, presentation visuals, and campaign materials.

- Developed content ecosystems spanning websites, multimedia campaigns, executive communications, branded storytelling, and digital marketing assets across technology, healthcare, professional services, and consumer brands
- Produced audience-focused content across web, video, presentations, social media, and AI-assisted creative workflows—supporting awareness, engagement, and brand visibility
- Managed content development from concept through publication, partnering directly with stakeholders to shape messaging, visual identity, and audience experience
- Partnered directly with C-suite and senior stakeholders to shape messaging, narrative flow, and creative direction—driving more effective executive communication, stakeholder alignment, and decision-making
- Leveraged Adobe Creative Cloud, AI-assisted creative tools, motion graphics, and digital storytelling techniques to accelerate content production while maintaining quality and brand consistency.

LEAD CREATIVE COMMUNICATIONS / MARKETING CONSULTANT (Microsoft) | PRIME 8 CONSULTING, 2025

Developed executive communications and marketing materials supporting Microsoft program launches, stakeholder alignment, and audience engagement—improving clarity and alignment across leadership and cross-functional teams

- Collaborated with stakeholders to streamline messaging and creative execution—reducing iteration cycles and improving communication efficiency
- Integrated AI-driven tools and workflows to accelerate content development and enhance creative output quality.

PRESENTATION DEVELOPMENT CONSULTANT | RUN STUDIOS — Amazon Alexa+ Executive Event, 2025

Supported Alexa+ Panos Private Event, Presentation Development within AI advancements enterprise-level programs.

- Designed and refined executive-level presentations for a high-visibility, closed-door Alexa+ AI event—enhancing narrative clarity, visual hierarchy, and on-stage delivery effectiveness
- Collaborated cross-functionally with design, production, and stakeholder teams to ensure visual continuity and storytelling precision across live presentation environments
- Supported visual design for live-stage presentation environments, ensuring clarity, visual continuity, and execution under high-visibility

SELECTED MARKETING & PRESENTATION ENGAGEMENTS (EXPERIENCE CONTINUED)

COMMUNICATIONS LEAD (Q1 DELIVERY CONSULTANT) | MICROSOFT, 2021

- Supported executive communications, content strategy, and presentation development across Q1 Delivery initiatives
- Partnered with stakeholders to align messaging across product launches, executive presentations, and cross-functional campaigns

COMMUNICATIONS & MARKETING STRATEGIST – SKN MARKETING CONSULTING | PWC, 2021

Delivered cohesive executive sales and commercialization materials aligned to PwC's evolving global brand standards.

- Modernized legacy marketing and sales materials into cohesive, executive-ready presentation systems aligned with global brand
- Transformed complex financial and organizational content into structured, persuasive narratives—supporting high-value business development opportunities
- Delivered polished presentation materials within 24-hour turnaround windows under strict brand governance—recognized for speed, precision, and execution quality

SR UI/UX DESIGNER, PRESENTATION CONSULTANT | EXPEDIA GROUP — Financial Core Transaction Systems, 2019 – 2020

Partnered with 14 product leaders and engineers to translate complex transaction, fraud, tax, and payment systems into clear communication frameworks supporting stakeholder alignment, adoption, and go-to-market readiness.

- Designed structured presentation systems and storytelling frameworks—improving cross-functional communication and increasing GTM execution efficiency by 73%
- Facilitated white boarding and intake processes to simplify technical complexity—enabling faster alignment and more effective stakeholder communication

ART DIRECTION & TOP-TIER PRESENTATIONS | WE COMMUNICATIONS (PR AGENCY), 2018 – 2019

Developed multimedia content, executive communications, campaign assets, and thought leadership materials across enterprise technology, nonprofit, healthcare, and consumer accounts including Microsoft, Gates Foundation, and Ste. Michelle Winery.

- Partnered with strategists, copywriters, analysts, and creative teams to develop integrated content across digital, presentation, web, and campaign channels
- Produced audience-focused communications supporting brand awareness, stakeholder engagement, and executive visibility across high-profile accounts.

IPO CAMPAIGN CREATIVE / ART DIRECTOR CONSULTANT | IMPINJ IoT — Global IPO Campaign, 2016

Led investor-facing executive presentation architecture and campaign narrative strategy for Impinj's global IPO launch amid Brexit volatility.

- Translated complex semiconductor and financial data into structured, compliant investor narratives
- Developed investor presentations and multimedia campaign assets—contributing to **\$67M raised on day one** and a **+58% stock increase**
- Partnered directly with C-suite executives and investor relations teams; invited to attend NASDAQ bell-ringing ceremony

SENIOR VISUAL DESIGNER | PREMIER BLUE CROSS (MEDICARE CAMPAIGN), 2013

Designed multi-channel marketing and communication materials within a highly regulated healthcare environment.

- Translated complex plan information into clear, audience-friendly content—improving customer understanding and engagement
- Contributed to campaign success, including +27% increase in new sign-ups and **+22% engagement growth**

FOUNDATION EXPERTISE

Corporate Presentation Methodology Training | Silver Fox Studios

Formally trained within a studio dedicated exclusively to corporate presentation development, where presentations were approached as strategic communication systems rather than decorative slide design. Training emphasized narrative sequencing, typography discipline, audience cognition, delivery mechanics, speaker pacing, and executive-stage communication methodologies influenced by **Nancy Duarte's**

BIO AND ENDORSEMENTS (BACKGROUND SUMMARY)

With a foundation in visual design, my career has evolved into executive presentation and visual storytelling—translating complex ideas into clear, high-impact narratives across technical, enterprise, and AI-driven environments. My work spans enterprise and consulting engagements, where I partner with cross-functional teams to bring clarity, hierarchy, and narrative flow to high-stakes initiatives (including Amazon Alexa+, Microsoft, Expedia Group, and We Communications).

This CV reflects both hands-on design execution and strategic thinking—demonstrating adaptability, strong visual judgment, and the ability to deliver polished, production-ready work across industries and platforms.

ENDORSEMENTS ([LinkedIn.com/in/shelleyneves](https://www.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."

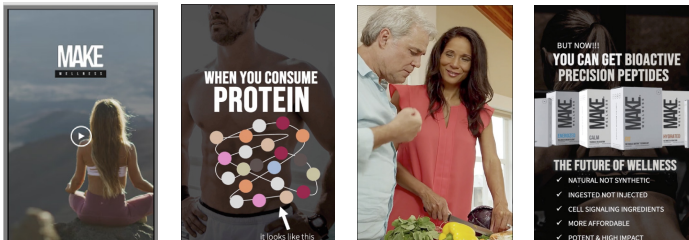
Diane Weaver, Director of Finance
PRICE WATERHOUSE COOPER

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.

MAKE WELLNESS | AI-ENHANCED STORYTELLING REEL



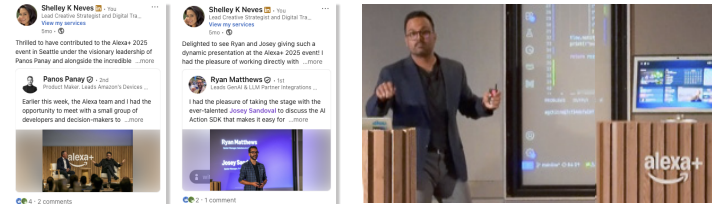
Produced an original social storytelling reel to illustrate the evolution of trend-based creative for consumer engagement. Scripted, voiced, edited, and published within hours — condensing a process that would traditionally require multiple team contributors and weeks of production. Leveraged Adobe Express, Premiere Pro, and AI-assisted creative tools to unify voiceover, visual pacing, and graphics into a single narrative—demonstrating rapid adaptation, cross-tool fluency, and trend-aware storytelling with emerging tools that accelerate insight cycles.

EXPEDIA GROUP | CROSS-FUNCTIONAL COLLABORATION



Partnered with 14 product leaders and engineers within Expedia Group's Financial Core Transaction Systems (FCTS) group to translate complex platform systems—including fraud, tax, and global transaction workflows—into clear executive narratives. Implemented a structured intake / briefing process, enabling teams to better articulate product strategy and develop effective marketing materials. Established scalable presentation frameworks that improved cross-functional communication and increased GTM execution efficiency 75%.

AMAZON ALEXA+ (PANOS) | EXEC (CLOSE DOOR) EVENT

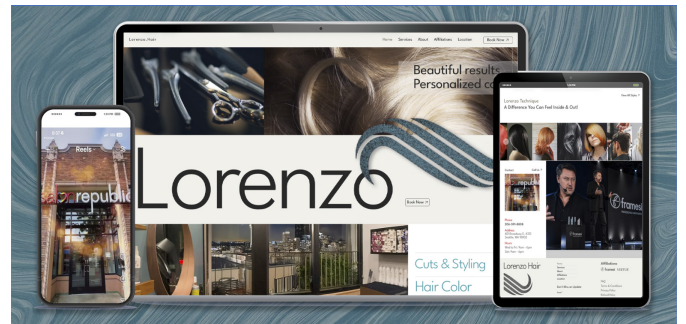


Designed executive-level presentations for a closed-door Alexa+ event, refining narrative clarity, visual pacing, and structure to support high-stakes leadership storytelling under tight timelines.

“Shelley provided personalized recommendations that truly raised the bar of our presentation. She was collaborative, thoughtful, and always focused on elevating the work for everyone involved.”

— Chris Agarwal, Solutions Architecture Leader, Alexa+

LORENZO.HAIR | BRAND LAUNCH & CONTENT ECOSYSTEM



Brand development, content production, and digital experience creation for the launch of Lorenzo Hair, developing a cohesive content ecosystem spanning web, social media, promotional reels, branded collateral, and client communications. Produced AI-assisted visual assets, photography enhancements, and platform-specific content designed to increase engagement and strengthen brand visibility. Managed content from concept through publication, ensuring consistency across channels while supporting audience growth, community engagement, and business development initiatives.

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.