

## 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**