

## General Background Cover Letter Creative Marketing Strategist

Dear Hiring Team,

With a robust career in strategic marketing and multimedia content creation, across sectors such as aerospace, healthcare, communications, and technology, I have honed an ability to craft compelling narratives that resonate across global audiences. My background aligns well with a commitment to innovative marketing / communication solutions with exceptional brand experiences.

At **Expedia Group, within the Financial Core Transaction System (FCTS)** team, developing marketing strategies and communication tools tailored to complex travel and security solutions into engaging customer communications. This role involved close collaboration with senior stakeholders and cross-functional teams for ensuring cohesive brand messaging and optimizing content delivery for various marketing materials / campaigns.

While consulting Impinj IoT's venture capital campaign (amidst the volatility of Brexit), I collaborated directly with the C-suite on the content strategy, translating technology offerings into clear, investor-friendly narratives. This initiative required synthesizing complex data into persuasive messaging and digestible content. The campaign was notably successful—**netting \$67M** on the first day of trading with a 58% stock price increase— that also culminated in an invitation to the **NASDAQ bell-ringing ceremony** in New York City in acknowledgment of the strategic impact of campaign build.

During my tenure at **We Communications, a global PR agency**, I specialized in executive-level presentations, blending analytical rigor with creative storytelling to support clients like Microsoft and PwC. My passion for presentation consulting finds its roots in my tenure with a specialized Seattle firm, dedicated solely to crafting presentations for corporate clientele. I have guided top tiers on presenting techniques and art directed videographers or video editors within motion graphics through full marketing campaign strategies.

*What, I feel, sets me apart is my proven track record of blending strategic vision with hands-on execution across diverse platforms — from digital content to comprehensive marketing campaigns and building trust with our clients. My deep understanding of data visualization and my commitment to brand consistency ensure that every presentation not only meets but enhances corporate messaging and goals.*

Enclosed is my condensed resume and endorsements, with my full professional history available on LinkedIn. I invite you to explore my portfolio at [www.marketing.com](http://www.marketing.com), where you'll find detailed case studies under "**Featured Work**" and a diverse "**Portfolio**" showcasing a range of multimedia marketing materials and capabilities, including "presentations." As a true solutions provider with a "can-do" approach, I'm eager to bring my creative marketing strategies to the table!

Thank you for considering my application. I look forward to the opportunity to discuss how my background, skills, and enthusiasm align with the goals of your team.

Warm regards,

  
Shelley K. Neves

### INTRODUCTIONS :: Shelley Neves

Principal Creative Strategist and Director :: [www.skn.marketing](http://www.skn.marketing) :: [www.skndesigns.com](http://www.skndesigns.com) :: [skndesigns@outlook.com](mailto:skndesigns@outlook.com) :: 206.850.8201

Strategic communications marketer and consultant with an impressive blend of written and visual acumen. Passionate about fostering talent, I empower teams from junior designers to C-suite executives, shaping compelling narratives and multimedia strategies. With extensive consulting experience across industries and/or renowned firms like Expedia, Microsoft, Premera, Boeing, Ste. Michelle Winery, We Communications, and Boeing. I am a solutions provider with a fervent belief in collaboration without ego.



### CLIENT LIST INCLUDES

Please visit [www.linkedin.com/in/shelleynes](http://www.linkedin.com/in/shelleynes) for expanded work history and client endorsements.

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

### 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

### SOFTWARE: PC & MAC

- ADOBE CREATIVE CLOUD (ID, AI, PP, AE, ETC.)
- GOOGLE SLIDES
- POWER POINT (MS OFFICE)
- FIGMA
- AI SOFTWARE / TOOLS

### EDUCATION

ART INSTITUTE SEATTLE

- Bachelor of Fine Arts
- Applied Art Associates

### EXPERIENCE (CONDENSED)

#### PRINCIPAL CREATIVE STRATEGIST AND DIRECTOR | SKN-DESIGNS, OCT 2010 – PRESENT

- Strategizing multimedia and marketing campaign solutions utilizing Adobe Cloud, MS PPT, and AI tools.
- Specializing in top-tier presentations, proposals, dynamic websites, strategic branding, and social media
- Spearheading cross functional team and client collaboration, content development, and event planning

#### CREATIVE DIRECTOR CONSULTING | SIMPLE CONCEPTS, MARCH 2022 – JULY 2022, JANUARY 2023

- Drove transformative growth by analyzing team dynamics and optimizing creative processes through creative intake development / process.
- Formulated poignant marketing strategies, aligning with new business goals (internally and externally)

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

- Spearheaded stakeholder engagement through process evaluation across teams (presentations, video editing, copy, etc.) through campaign development, event planning, product launches, and social media
- Created project intake refinement with Art Direction to drive key communication initiatives for MS clients.

#### COMMUNICATIONS & MARKETING STRATEGIST – CONSULTING | PWC, MAY 2021

- Revitalized presentation and proposal decks, enhancing relevance and modernity.
- Directed the creation of digestible content while aligning with strict branding guidelines.

#### SR VISUAL & UX DESIGNER – CONTRACT | EXPEDIA GROUP: FCTS, NOVEMBER 2019 – MAY 2020

- Spearheaded diverse initiatives and implementation of intake process to increase proficiency and accuracy by over 50% for 14 different product managers (stakeholders) and top tiers.
- Collaborated closely with cross-functional teams to orchestrate comprehensive marketing strategies.

#### SR VIS DESIGNER & PRESENTATION SPECIALIST | WE COMMUNICATIONS (AGENCY) SEP 2018 – MAY 2019

- Developed design solutions with high visual impact across diversified client bases.
- Created captivating presentations and multimedia content for both internal and external clients.

#### ART DIRECTOR & SR VISUAL COMMUNICATIONS | UNIFY CONSULTING, JANUARY 2018 – MAY 2018

- Grew their consulting business 25% with new creative initiatives for company and supporting sales enablement by offering diverse multimedia marketing solutions, again both internally and to clients.
- Delivered high-impact designs while maintaining brand integrity for our clients and across various digital offerings, presentations and proposals, product launches, and global events.

#### ART DIRECTOR / SR COMMUNICATIONS DESIGNER | IMPINJ – CONSULTING – JUNE 2016

- Led the creation of a successful IPO presentation and marketing development, ensuring adherence to S1 documentation and collaborating with three lead banks to tailor content to target audiences.
- In recognition for swiftly delivering high-quality results while navigating complex content, art directing, and collaborating effectively with teams – I was invited to NYC for the “ringing of the bell” at Nasdaq.

#### SR GRAPHIC DESIGNER | PREMERA BLUE SHEILDS – CONTRACT – JUNE 2013 – NOVEMBER 2013

- Created a new brand campaign for a five-county Medicare Advantage product launch for Premera Blue Cross's Medicare Plan; resulted in a 22% increased in-person interactions (Q&As, meet-ups, and customer calls), with a 27% increase in new customer sign-ups within the first quarter.
- Compliant marketing materials included: large formatted books to be government approved, photo rendering / manipulation, posters, post cards, Ads, Official documents, and brochure designs.

## BIO AND ENDORSEMENTS (BACKGROUND SUMMARY)

*I've consulted as a Creative Director, Art Director, and Marketing Strategist for leading companies including Expedia, Microsoft, Boeing, Premera, WE Communications (PR Agency), and more. 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 poignant organizations:*

## 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**



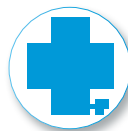
"Shelley is a passionate and driven designer and works very hard to meet the requirements of the project while bringing her own creative elements to the work. I hired her for her creative eye and ability to pick up quickly on the design elements that we had to maintain for "Brand" purposes. She not only 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**