

## Shelley Neves

*Creative Communications Strategist, B2B Strategies & GTM Enablement, & Client Success*

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As a consultant and creative strategist, I've supported organizations like Microsoft, Expedia, Premera, and Impinj IoT with high-impact content strategy, executive communications, presentation design, and go-to-market initiatives. I specialize in distilling complex concepts into intuitive, scalable communications—tailored for enablement, adoption, and cross-functional alignment. My consulting studio, SKN Designs, has allowed me to work on special projects and strategic contracts over the years, giving me a wide-lens understanding of both enterprise and startup environments.

## Experience

### Principal Creative Strategist & Director (Consultant) — SKN Designs Consulting

*Oct 2010 – Present*

- Led end-to-end content and enablement strategies across tech, healthcare, and PR sectors for Fortune 500 clients including Microsoft, Expedia Group, and Premera.
- Developed impactful marketing collateral (case studies, pitch decks, one-pagers, social, video) tailored for startups and enterprise clients.
- Built scalable content systems and intake workflows, streamlining team delivery and improving turnaround by 50%.
- Created campaign materials and curricula aligned with learning objectives and brand strategy, including peer learning and micro-learning experiences.
- Collaborated with cross-functional stakeholders (marketing, product, design, and analytics) to create targeted assets and feedback-driven improvements.
- Developed both internal learning and sales-facing presentation materials, enabling stronger message alignment and faster GTM readiness.

### Communications Lead (Consultant) — Microsoft | Q1 Delivery

*May 2021 – July 2021*

- Designed and implemented content strategy for internal and partner-facing initiatives including presentations, product launches, and social campaigns.
- Built project intake system and directed execution from concept to delivery.
- Art directed teams across internal stakeholders and external agencies, balancing creative vision with compliance and speed.

### Sr. Visual & UX Designer — Expedia Group, FCTS (Fraud)

*Nov 2019 – May 2020*

- Managed content strategy across 14 product managers and stakeholders, consolidating communications and simplifying narratives across financial systems.
- Created scalable training decks, onboarding materials, and support assets aligned to brand and regulatory guidelines.
- Regularly coached executives and PMs on presentation structure, best practices, and delivery effectiveness.
- Implemented an intake process and developed a cross-functional training initiative that included presentation strategy coaching and enablement guidance for 14 product stakeholders, improving speed-to-delivery and narrative consistency across channels.

### Sr. Visual Designer & Presentation Specialist — We Communications

*Sep 2018 – May 2019*

- Oversaw Microsoft and Gates Foundation accounts, developing top-tier presentations and multimedia assets.
- Interfaced with senior executives and internal teams to support GTM campaigns and creative asset rollouts.
- Maintained strong cross-functional workflows to align marketing communications with evolving brand strategy.
- Created scalable presentation and marketing assets for the agency's global We Plus campaign, acting as a sales enablement resource and aligning creative assets to support internal education and client acquisition efforts.

## Creative Director (Consulting) — Simple Concepts

Mar 2022 – Jul 2022, Jan 2023

- Co-developed new creative intake system and content playbook to align with internal growth goals.
- Designed materials to support startup partners through education and brand alignment strategies.

## Art Director, Strategic Comms (Consulting) — Impinj (IPO Campaign)

Jun 2016

- Directed creative execution of investor roadshow and multimedia strategy during IPO campaign.
- Led both sales and training enablement initiatives by designing investor decks, art directing multimedia assets, and coaching executives on content delivery best practices to drive alignment, clarity, and engagement through high-stakes roadshow materials.
- Art directed videographers and supported with sound editing and motion graphics via Adobe Premiere Pro and After Effects.
- Invited to NASDAQ bell-ringing ceremony in recognition of campaign success and executional leadership.

## Sr. Graphic Designer — Premera Blue Cross

Jun 2013 – Nov 2013 (Contract)

- Developed government-approved launch campaign for Medicare Advantage product, increasing member sign-ups by 27%.
- Created multi-format content kits including printed materials, presentations, and digital touchpoints.

## TECHNOLOGY & TOOLS

- Advanced knowledge of creative and communication platforms, including Adobe Creative Cloud (InDesign, Illustrator, Photoshop, Premiere Pro, After Effects, Firefly), Microsoft Office Suite (PowerPoint expert), Google Slides & Workspace, and Figma.
- Proficient in generative AI tools including ChatGPT, DALL·E, Ideogram, Typeset, and Canva for content development, ideation, and narrative alignment.
- Skilled in presentation development, visual storytelling, and brand strategy across enterprise environments.
- Experienced in applying design thinking to sales and training enablement, developing assets for both internal learning and client-facing materials.

## Core Competencies

• Content Strategy • Enablement & Training • Cross-Functional Collaboration • GTM Messaging • Curriculum Development  
Executive Presentations • B2B/B2C Storytelling • AI-Powered Workflow Innovation • Stakeholder Communications  
Visual Design • Adobe Creative Suite • PPT/Google Slides/Figma • Brand + Messaging Consistency

## Education

Bachelor of Arts, Visual Communications – The Art Institute of Seattle

Applied Associates of Arts, Visual Communications – The Art Institute of Seattle

## Endorsements

### EXPEDIA GROUP

Tom Mekuria, Senior Product Manager

“Shelley was a designer on our product and engineering team, tasked with assisting our product managers and the Ordering Services VP with creating visualizations and presentations to help tell stories related to specific projects and products.

Shelley brought great value to our team during this time, 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.

In addition, our organization (and the company as a whole) was working through the COVID pandemic and our response during this time, which presented unique challenges for us all. Shelley did a great job adapting to these challenges and was a valuable resource for the group as we all navigated through this difficult time. 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.”

## **MICROSOFT**

Nomi Nazeer, MS 365 Principal Partner Marketing Manager

“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 our deadlines and developed all our content and assets very well to support our go-to market initiatives.”

## **WE COMMUNICATIONS (PR AGENCY)**

Aaron Petras, Sr. VP Global and International Operations

“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.”

## **PREMERA BLUE CROSS**

Greg Smith, Sr. Marketing Manager, Medicare

“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.”

## **WRITE FORM**

Shelly Ellison, Principal

“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.”

## **PRICE WATERHOUSE COOPER**

Diane Weaver, Director of Finance

“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.”

## **Additional Experience**

**Creative Director / Visual Communications Consultant — Unify Consulting**

*Feb 2018 – Jun 2018*

- Created strategic design solutions for high-visibility projects across clients like T-Mobile, Microsoft 365, and Starbucks.
- Produced executive-level presentations, digital flyers, and integrated marketing collateral.
- Partnered with client teams to ensure alignment between messaging, brand guidelines, and user experience goals.
- Supported marketing event strategies through event branding and campaign materials.

## **Additional Experience Continued**

### **Sr. Graphic Designer / Visual Communications — HMA (Healthcare Management Administrators)**

*Feb 2015 – May 2015 (Contract)*

- Developed branded materials, executive presentation decks, and pitch kits under tight deadlines.
- Designed cohesive visual strategies across print and digital channels to support affordable healthcare plan outreach.
- Produced proposals, brochures, postcards, and banners targeting both internal stakeholders and B2B prospects.

### **Art Director / Marketing Specialist — OptiDisc Solutions**

*2001 – 2003*

- Created and led the internal art department, improving team productivity by 33% within three months.
- Designed corporate branding, marketing collateral, and technical graphics for dental product campaigns.
- Recruited, trained, and managed a cross-functional creative team.
- Secured placement in Media Inc.'s 23rd Anniversary Edition for outstanding ad design.

### **Graphic Designer (Contract) — Boeing (Business Jet Division)**

*2000 – 2001*

- Developed technical visuals and collateral for internal and external stakeholders.
- Produced branded sales tools, auto-run CDs, and interior visualizations for Boeing Business Jet.
- Collaborated with internal teams to ensure presentation materials aligned with aviation industry standards.

### **Graphic Designer / Marketing Specialist — Heart Interface**

*1999 – 2000*

- Led full site redesign and oversaw cross-market branding for power electronics company.
- Created marketing campaigns, trade show graphics, and collateral including press kits, product sheets, and advertisements.
- Established internal marketing team and developed PR and client outreach strategy.

### **Sr. Graphic Designer — Empire Company**

*1997 – 1998*

- Directed catalog production, photo shoots, and trade show booth designs.
- Produced high-volume marketing materials and collaborated with client-side art departments to ensure brand fidelity.