

# SEEMA G. SHULL

9112 Town Center Blvd • Voorhees, NJ 08043

609-922-1080 • seema01@me.com

Portfolio: <http://sgsgraphics.com/work>

---

## EXPERIENCE

**Performance Food Group (PFG), Swedesboro, NJ**

**Marketing Specialist (2022 – Present)**

- Designed promotional materials, event graphics, and sales brochures to support sales growth objectives.
- Implemented Internet technologies related to marketing and the foodservice industry.
- Planned and attended food shows, seminars, and sales meetings.

**Starlite, Moorestown, NJ**

**Marketing Director (2018 – 2022)**

- Responsible for all graphic design, layout, photography, videography, digital editing, batch-processing, and written editorial material.
- Created and managed all digital and print branding, market research, advertising, articles, public relations, direct email marketing, monthly newsletters, and on-site photo and video shoots.
- Improved all marketing and social media content and art, ensuring brand consistency, account maintenance, search engine optimization (SEO), and analytics.
- Headed weekly Zoom meetings to train and mentor staff to assist in the launch of a new Magento e-commerce site, while assisting in product information collection, writing, proofreading, editing, and batch processing image files as necessary while maintaining strict organization of assets.

**Full Circle Computing, Exton, PA**

**Graphics Media Instructor (2015 – 2018)**

- Continuing Education Unit (CEU) hands-on training in Adobe Acrobat Pro, Captivate, Dreamweaver, Flash (Animate), Illustrator, InDesign, and Photoshop; Microsoft Excel, Outlook, PowerPoint, Publisher, Windows 7, and Word; WordPress, XHTML, CSS, SEO, UX, and more.

**Anglo American Tools, Somerdale, NJ**

**Online Marketing Specialist (2017 – 2018)**

- Planned, designed, and produced all print and digital media - from concept to distribution.
- Created and maintained strict organization and naming conventions for all digital assets.
- Provided product and marketing material to strict specifications from online retailers, such as Amazon, eBay, Jet, Zoro, Grainger, and more.
- Created, designed, and maintained a database of 750+ imported products - including researching, writing, photographing, digital editing, batch-processing, editing, translating, and converting from multiple international languages, measurements, and formats.

**Nogi Bear® LLC, Atco, New Jersey**

**Co-Owner, VP of Marketing (2012 – 2015)**

- Event planning, management, marketing, promotions, and customer service for 20+ Amateur Grappling League® and Professional Grappling League® quarterly regional tournaments.
- Corporate identification and branding, development, design, and monitoring of all print and web material, including copywriting, photography, layout, printing, and distribution of materials.
- Social media monitoring and reputation management; YouTube monetization, Google analytics, SEO content, e-commerce, customer and user experience.

**Arett Sales Corporation, Pennsauken, NJ**

**Senior Graphic Artist (2002 – 2014)**

- Managed and produced promotional material for corporate, sales, trade shows, import and landscape divisions, manufacturers, retailers, and consumers.
- Coordinated design, printing, approval, and distribution of catalogs, trade show guides, sales and presentation materials, exhibits, signage, point-of-purchase display kits, product packaging, calendars, circulars, postcards, advertisements, and logos.
- Trade show event planning, marketing, sales, hosting - always with efficient and kind customer service.

**Media Methods/What's New, Philadelphia, PA**

**Production Manager (1998 – 2001)**

- Managed production of all printed materials directly with vendors while coordinating in-house and freelance artists' responsibilities.
- Designed magazine covers and layouts, in-house and client ads, media kits, promotional brochures, corporate identity, and more.
- Collected, organized, and digitized all art and materials from advertisers and the editorial department, including film, disks, proofs, e-mail art, and editorial content.
- Negotiated, prepared, submitted, and proofed press runs while budgeting, scheduling, and coordinating direct mailings.

## EDUCATION

**Rutgers University, New Brunswick & Camden, NJ**

Bachelor's Degree in Fine Arts (BFA)

Graphic Design (1995 – 2001)

**Art Institute of Philadelphia, Philadelphia, PA**

Associate Degree in Specialized Technology

Graphic Design (1996 – 1998)