

Seema Shull

EXPERIENCE

Starlite, Moorestown, NJ

Marketing Director (2018 – Present)

- 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 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, and CSS.

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 Magazines, 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 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**
Bachelor's Degree in Fine Arts (BFA) – Graphic Design (1995 – 2001)
- **Art Institute of Philadelphia**
Associate Degree in Specialized Technology – Graphic Design (1996 – 1998)

CERTIFICATIONS

- *NJ Alternate Route Teaching for K-12 (CE)*
- *Adobe Certified Associate in Web Communication Using Adobe Dreamweaver CS6*
- *Domestic Violence Resource Team Advocate*