

Jill Shores

Graphic Designer

10+ years of experience specializing in brand messaging, project management, collateral for print and digital. A proven track record of defining high-impact visual solutions to drive brand awareness and sales growth.



Work Experience - Employment

Support Services Specialist - GRDS

ABB | Fort Smith, Arkansas | 2020 - Present

- Print inventory management
- Collateral material (brochures, flyer's, linecards, logos, banners, tradeshow and event walls/backdrops, calendar, cards, signage, tshirts, billboards, handbooks etc.)
- Uphold ABB brand specifications to ensure work meets organization guidelines
- Collaborate with clients, senior executives, and marketers to define strategic direction for design based on market indicators to develop, design and produce variety of marketing materials
- Re-branded material from Baldor to ABB
- Brand campaigns for loyalty/rebates programs
- Re-branding signage/print collateral for Guadalajara, Mexico Plant
- Digital Ads, custom e-blast and email signatures

Photoshop Specialist - GRDS

ABB | Fort Smith, Arkansas | 2015 - 2020

- Photo management and organization
- Removing blemishes, color matching, color correction, retouch photography for collateral materials
- Responsible for clean up in detail orientation for product and application photo shots
- Create, batch, rename, organize with contact sheets and load media to server/image library

Digital Marketing Sales Lead

Times Record | Fort Smith, Arkansas | 2011 - 2015

- Created social media content with innovated brand messaging to support new program launches
- Developed digital marketing strategies by creating and implementing plans to reach and engage target audiences with advertising partners
- Managed digital projects from initial concept creation through final implementation and live monitoring
- Established and build advertising partner relationships to develop strategic action plans to launch marketing campaigns to build awareness and increase traffic to their business
- Devised content strategy to effectively engage target audiences



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Education

University of Arkansas - Fort Smith
Bachelor of Science in Graphic Design
December 2010

Areas of expertise

- Branding
- Packaging design
- Art direction
- Print collateral

Software

Adobe Creative Suite

- Illustrator
- InDesign
- Photoshop
- Bridge
- Dream Weaver

Microsoft Office

- Word
- PowerPoint
- Excel
- Outlook
- Teams
- OneDrive
- Forms

Other programs

- Bitly
- Teamwork

References

Tracy Long
ABB - Global
Head of Marcom
479.462.7264

Hannah Pierce
ABB - Marketing
Comms Specialist
479.883.3002

