LOGO 1 LOGO 2 LOGO 3







**VIRGINIA SHEA** 

Wordmark 2: VIRGINIA SHEA

Font: LATO BLACK

Apple Chancery
Myrad Pro

## **CREATIVE BRIEF**

### Project Overview

This is a professional logo for Virginia Shea. The name in front of the initials give a formal and elegant look and it also reveals my creativity. My objective is to showcase my skills and knowledge by keeping the project classy, but also adding in fun color and different ideas for logos to express my creative side. I use both pink and blue to showcase my loving and imaginative sides, and do this all while maintaining a sophisticated attitude toward the project.

Color, Texture and Font
I decided on the colors pink and blue, because not only do they look elegantly beautiful together, but they both represent different things. Pink showcases love and loyalty. It provides warmth, comfort and hope. Blue represents trust, faith, confidence and wisdom. I feel as though many people perceive these colors as contrasting each other, and that is exactly why I decided to put them together for my project. I demonstrate both qualities of the colors, and I am many different things, not just one quality-That's why my intention was to put these two colors together.

## Theme and Audience

My theme is fun yet sophisticated- I utilize pink and blue to show both my kind and strong side, while keeping the theme toward my audience fun yet classy. My key audience are employers, professional clientele, LinkedIn users, and the overall public.

# **BRANDING SUITE**



Charlotte, NC / Auburn, AL | 704-441-5569 | virginiashea3@gmail.com |

#### **EDUCATION**

Auburn University, Auburn, AL May 2024 Bachelor of the Arts in Public Relations

#### WORK EXPERIENCE

### Zink Talent Intern

Zink Talent, Los Angeles, CA July 2023- Current Generate pitches for clients to send out to brands

- Edit podcasts for Zink Talent
- Take control of social media engagement for the company

### SEW Balance Intern

SEW Balance, Charlotte, NC June 2023- Current

- Create blog posts for the online presence and interior field of SEW Balance
- Curate social media posts

### Inner Spark Creative Intern

Inner Spark Creative, Auburn, Al

January 2023- May 2023

- Collaborates with Inner Spark's Art Director, Creative Director, and other creative personnel to create, develop, and provide Creative Works to Inner Spark
- Curate content for social media clients
- Create blog posts and write for the websites of our clients

#### Resident Writer and Reporter

SouthPark Magazine, Charlotte, NC

Fall 2019- Current

Auburn University, Auburn, Alabama

- Interview people who currently live in the SouthPark area for the article(s)
- Write one to three articles monthly due by the tenth day of each month in order to inform readers on various topics and information
- Collaborate with boss in editing and perfecting the articles before they are officially published

#### Red Moon Marketing Intern

Coca-Cola Plaza, Charlotte, NC

May 2022- June 2022

- Travel to various events to advertise for brands such as Coca Cola, Aguas Frescas, AHA Seltzer, etc.
- Delivers and ships out packages for clients
- Orders shipments of supplies and equipment needed at a client's request or for an upcoming





Your Name Here 132 My Street



Virginia Shea 2712 Meade Court Charlotte, NC 28211 704-441-5569 virginiashea3@gmail.com October 18th, 2023

I am Virginia Shea, a senior studying Public Relations at Auburn University. I heard about this position through my good friend Hannah Paschal. I am organized, hardworking, disciplined, communicative and I'm able to succeed in a changing environment. I have excellent communication skills, a strong work ethic, and am self-motivated. I am able to think systematically and set clear priorities. I am able to pay high attention to detail. I can strive to get better at examining my own work for mistakes or errors.

I have experience working for stores and shops throughout North Carolina, I have worked at Boem, a boutique in Charlotte, at Carolina Golf Club and at CGC's shop. I have taken many courses and have participated in extracurricular activities to prepare me for this job. I have participated in public relations classes that have helped me learn about advertising, communicating, and being up to date on the latest technology. I am an active member of the Auburn Plainsman Newspaper and interview people weekly for articles. I have experience writing in a magazine as well- I write for South-Park magazine, and have been writing for them since fall of 2019. I also am taking classes while interning at Inner Spark Creative, an advertising agency located in Auburn, Alabama.

Thank you for your time,

Virginia Shea