

Shamon Burton

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Summary

Passionate and highly creative Graphic Designer with 15+ years of experience creating visual layouts, developing innovative concepts, and conveying brand identities. Proven expertise in utilizing design tools, collaborating with cross-functional teams, and designing marketing materials. Proficient in developing packaging concepts, producing illustrations & logos, and delivering polished designs.

Work Experience

Graphic Designer

Tactus Marketing | Aguadilla, PR

2023 - Present

- Assisted in redesigning websites, resulting in an average 35% increase in web traffic and a 25% rise in lead generation.
- Collaborated with teams to improve brand visuals, leading to a 27% increase in recognition and recall.
- Effectively managed up to five projects or tasks concurrently under pressure to meet weekly deadlines.
- Designed digital ads that increased website traffic by 21% and enhanced click-through rates by 17%.
- Formulated social media and SEO/SEM strategies that boosted online presence by 15%.
- Created visually appealing branding materials, including logos, brochures, banners, infographics, presentations, branding manuals, and agent advertising, increasing customer interest by 26%.

Analyst/Scheduler

Avelo Airlines | Houston, TX

July 2023 – July 2024

- Coordinated daily airline operations with dispatchers to ensure compliance with FAA regulations.
- Oversaw crew schedules and arranged for replacements as needed.
- Resolved complex tasks under tight deadlines and identified weather-related delays, offering practical solutions.
- Maintained poise while collaborating effectively in high-pressure situations.

Data Analyst

Security First Insurance | Ormond Beach, FL

2022 - 2023

- Created root cause reports for customer conversion issues, achieving a 13% conversion rate increase.
- Teamed up with various departments to improve trend accuracy by 10% and provide insightful reports.
- Generated dashboards in Excel and Tableau to showcase over 20 KPIs for critical areas of interest in the claims department.
- Successfully utilized structured and unstructured data to achieve a 10% reduction in claims costs.
- Designed engaging presentations for stakeholders on the claims process, enhancing departmental efficiency by 25%.

Graphic Designer

Security First Insurance | Ormond Beach, FL

2018 - 2023

- Cooperated with various departments to create graphics and videos, boosting social performance by 23%.
- Developed monthly email campaigns that improved lead generation by 17% while enhancing customer loyalty.
- Built strong relationships with printers, reducing printing costs by \$5K annually.
- Streamlined digital asset management, cutting file clutter by 45% through organizing content and images for key brands.
- Revamped the website using a CMS, enhancing customer service quality by 25%.
- Mentored three junior designers, enhancing their skills and increasing Facebook and Instagram followers by 15%.

Graphic Designer

Daytona State College | Daytona Beach, FL

2016 - 2018

- Implemented strategic branding initiatives that raised revenue growth by 10%.
- Built up lead generation and conversion rates by 15% through effective email and direct mail campaigns, event promotion, and optimized search efforts.
- Created engaging academic materials that improved onboarding efficiency for new employees and students by 17%.
- Simplified complex topics into promotional materials, boosting brand awareness by 19%.

Marcom Manager

Rip Curl Surf Shop | New Smyrna Beach, FL

2011 - 2015

- Improved business performance by 30% through effective operations management.
- Boosted audience engagement and brand visibility by 25% with targeted communication events.
- Achieved a 25% rise in leads and conversions via email campaigns and strategic promotions.

Soft Skills

Creativity, Attention to Detail, Communication, Time Management, Analytical Thinking, Problem-solving

Technical Skills

Adobe Creative Suite (Illustrator, Photoshop, InDesign), Typography, Color Theory, Branding, UI/UX Design, Web Design (HTML/CSS)

Education

- **Master of Science (MS) in Information Technology | 2022**
Southern New Hampshire University, Manchester, NH
- **Bachelor of Fine Arts (BFA) in Graphic Design | 2015**
Lamar University, Beaumont, TX
- **Bachelor of Applied Science (BAS) in Supervision and Management | 2013**
Daytona State College, Daytona Beach, FL

Certificates

- **Google Analytics Certification | 2024**
Completion ID: 261479084