

Shana Marie
Multidisciplinary Creative
[Website](#)
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Info
South West London,
United Kingdom
+447931433515

Education
First Class Honours
BA (Hons) Graphic Design and
Illustration with Placement Year
University of Hertfordshire

Skills
Extensive knowledge of Figma
Producer and Workshop Facilitator
Poised Presentation Skills
Research and Insights Led
Dexterous in Content Creation
Experienced Deck Builder
Proficient in Adobe Creative Cloud
(including Photoshop, Premier pro
and InDesign)

Select Clients
Anyways Creative
Paul Smith Foundation
Levi's
Netflix
Moody Limited
YouTube
Google Play
Coca-Cola
VEVO
The Lego Group
YouTube kids
Swatch
Doc Martens
AGR Knit
River Island

References
[Dan Aldridge](#)
[Jeanne Harignordoquy](#)

Personal Statement

Shana Marie is a diligent and conscientious Multidisciplinary Creative with over 4 Years Industry Experience. Her extensive skill set includes Research and Ideation, Art Direction, Copy and Social Media as she tackles a range of creative briefs both within a full-time and freelance capacity.

After experiencing socio-economic barriers and discrimination at the start of her career, she channelled this into a niche, honing in on human centred design as a narrative style. Through her love of connection she prides herself in having a unique storytelling ability and is passionate about portraying real people and their experiences authentically across creative mediums. Shana has launched a self-initiated project researching and curating insights reports from a Gen Z perspective entitled - [Shanaversity](#).

Creative Experience

[Shana Marie Design](#) | Freelance Multidisciplinary Creative | March 2024 - Present Date

After working within a small agency for 2 1/2 years, I moved onto self-employment working as a freelance creative. Responsibilities vary from research and ideation, creative strategy, art direction and more depending on project needs.

[University of Hertfordshire](#) | Visiting Lecturer | March 2024 - Present Date

Currently working with L5 and L6 Graphic Design and Advertising students at the University of Hertfordshire, supporting their growth and development through talks and workshops.

- » I organise frequent portfolio reviews and mentorship with students, championing their creativity and providing opportunities to grow and develop.
- » I conduct tailored workshops and talks to inspire, guide and teach over 60+ students across L5 and L6.

[Anyways Creative](#) | Junior Creative | September 2021 - February 2024

Working within a small agency, I have taken on a multidisciplinary role with responsibilities spanning across Art Direction, Copywriting, Research and Creative Strategy as well as Social Media.

- » I conducted independent desk research, providing colleagues with strategy-first conceptual ideas. Within this, I worked collaboratively to source and collate moodboards and reference images, build mockups and design interactive and engaging decks.
- » I have assisted Anyways with an updated social strategy, with a primary focus of Instagram. Working closely with the Marketing and New Business departments, I conceptualised a range of content ideas which have been implemented onto the platform.
- » I led a monthly content series called 'Anyways Reel' with my responsibilities including filming and editing content as well as editing mockups and curating social templates for Instagram.
- » I introduced a weekly cultural bulletin board, where I share upcoming events, stimulating articles and trend led reports increasing studio morale and inspiring colleagues.
- » I confidently presented externally and internally, leading numerous studio workshops centred around topical events and trends. For example leading a 20 person workshop "Making Sense of TikTok".
- » I frequently mentored university students and recent graduates; reviewing their portfolios, giving advice and arranging studio visits to expose them to the workings of a creative agency.
- » Going beyond my job description, I worked on an Internal audit to review and improve our current systems and processes around Global Talent Research and how to diversity the industry.

[Levi's \(agency\)](#) | Creative | July 2023 - October 2023

I recently worked with Levi's on an exciting campaign, exploring the multifaceted nature of denim whilst showcasing their EU creative talent - [Amelia Dimoldenberg](#) and [Alicia Awa](#).

- » I gained valuable experience researching into diverse and complex markets, as I delved into the personality of German R&B artist Alicia Awa.
- » I compiled research and insights into human behaviour and social media interaction which fed into the creative strategy presented. Focused primarily on Instagram and TikTok, I highlighted opportunities to connect and resonate Gen Z audiences.
- » Experienced designing efficient and stylistic decks and client facing presentations with realistic mockups.
- » Pulled together Mood Boards and reference Imagery to convey the idea and support the creative concept.
- » Thrived working collaboratively with client, freelancers and colleagues to create a finishing campaign video that was received positively by talent.

[Coca-Cola \(agency\)](#) | Creative | January 2023 - May 2023

Worked with Coca-Cola to commission a suite of eight illustrations for their Real Magic Library.

- » Experienced in researching and compiling a list of diverse talent from a range of backgrounds, cultures and geographical locations.
- » Maintained client and talent relationships as I was able to ensure the client needs were met, while allowing the talent to have creative integrity and ownership over their craft.

[Paul Smith Foundation \(ftc\)](#) | Creative + Community Manager | December 2022 - July 2023

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I worked with the Paul Smith Foundation for the duration of seven months, taking on the role as a Creative and Community Manager. During this time I was instrumental in the growth of the platform and maintaining a social presence online during a slower period.

- » Briefed with re-purposed content only and constrained by a tight project budget, I used creative problem solving skills to ideate and present ten engaging content ideas which were positively received by the client.
- » Outsourcing editors and graphic designers, I researched the best talent before working collaboratively with colleagues to brief and monitor their outputs. Throughout the project we had numerous briefing calls and feedback sessions art directing and keeping aligned on the concept.
- » I took lead on researching and compiling insights on Instagram, looking into algorithms, trends and recent features to inform our social strategy and ideas to ensure our content was pushed to the right audiences.
- » I created a posting schedule based on future trends and events happening across the year to maximise engagement and liaised with the Paul Smith Design team to align on collaborative posts and timings. I personally handled the scheduling, captioning and overall maintenance of the platform ensuring a safe and thriving community.
- » Using Google Sheets, I tracked and updated performance data to review growth and the most efficient timings /dates to post content.
- » After taking over as Community Manager, the platform grew 7,000 followers in 6 months with engaged accounts remaining at 140k consistently for several months.

[Google Play](#) (agency) | Freelance Creative | May 2022 – July 2022

Worked with Google Play to commission a suite of 80 illustrations, for Google Play Store Top “K” Categories and Apps Novel Topics.

- » Managed four artist of different creative disciplines simultaneously, assisting with art direction and writing clear and feedback to ensure they delivered a finish product both the talent and client were happy with.
- » Worked collaboratively with the marketing department on the case study for online and social channels.
- » Artworked the final delivery files and packaged them, allowing the assets to be transferred to Google ready to upload.

[YouTube](#) (agency) | Freelance Creative | January 2022 – April 2022

I worked with YouTube to commission a suite of assets to spotlight the Sign Language, Disability and Indigenous Communities that authentically represent them and their audiences.

- » Experienced and equipped to research into niche and diverse communities, finding useful insights to ensure we present authentic and research led concepts.
- » Confident researching and presenting a diverse range of illustrators from each community to clients.
- » Managed client, consultants and collaborators successfully and delivered a positively received campaign.

[Netflix](#) (agency) | Freelance Creative | September 2021 – January 2022

I worked on a Netflix ideation sprint, to create a concept for a OOH billboard and social campaign promoting Season Two of Bridgerton. After winning the pitch, we went through rounds of development before the output being executed by Netflix and Shondaland.

- » Conducted thorough desk research into audience perspective of the series to inform our creative strategy and ideation which was instrumental in winning the pitch.
- » I spearheaded 3 out of 6 ideas presented to the client, including the chosen route that was developed into the campaign.
- » Displayed unique storytelling ability through immersive copywriting to set the scene and allow the clients to understand the creative concept.

[Moody Ltd](#) (freelance) | Graphic Designer | January 2021 – January 2022

I worked as a Freelance Graphic Designer over the course of a year, fulfilling all design needs for the

- » Using Adobe InDesign, I designed an engaging set of brand guidelines for a new business venture.
- » I designed and art worked a suite of assets on a monthly basis, for the Moody App Interface. This refined my Photoshop skills as I was able to find time saving short cuts and gain further understanding of the software.

[River Island](#) | Multi-Channel Design Assistant | July 2019 – July 2020

Over the course of my placement year, I learned valuable experience working within the e-commerce industry designing assets at a rapid pace and supporting my colleagues to produce graphics and social content.

- » I designed and artworked assets for social and print, including international billboards for the AW19 Together Campaign.
- » Using Adobe Photoshop and Illustrator, I frequently designed assets for River Islands POS stands. Graphics included confectionery jars and other till point items.
- » I quickly adapted and gained valuable experience working in a fast paced environment, delivering multiple projects consistently at a high standard.
- » I became proficient in Adobe Scene 7, Sketch and Sitemanager software in order to deliver assets and schedule posts onto the server before publishing to web and social.