

# Shamira Green

## Art Director

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## Work Experience

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### Art Director

self-employed - Remote

November 2020 to Present

Building brands and creative campaigns. Work with brilliant researchers, artists, and developers, to build an executive team, to bring ideas to fruition, that will benefit everybody.

### Digital Designer / Packaging Designer

Company Confidential - Pine Brook, NJ

April 2020 to October 2021

- Design digital and packaging artwork using Adobe Creative Suite products.
- Conceptualize produce and evaluate platform-specific direct response creative, geared to drive mid-to-lower funnel objectives.
- Designing and developing within modern day e-commerce tech stack, including but not limited to websites (Shopify themes, WooCommerce).
- Participate in and support the development of brand & style guidelines (experience with luxury brands a big plus), and then translate those guidelines into creative output across all relevant brand channels
- Manage and produce creatives in the fields of design, copywriting, videography, photography, and post-production, to help produce asset templates and guidelines for all brand channels - including digital, print, and packaging
- Partner closely with Growth Marketing team members to glean performance-driven insights, to refine and inform future creative direction & development, geared to drive DTC KPIs.
- Collaborate with developers (both internally and external agency partners) to ensure proper implementation within a web and mobile environment for eCommerce store fronts
- Provide design support to DTC group leadership, to create reporting templates and milestone slide presentations for cross-functional teams
- Actively participate in ongoing brainstorming and promotional calendars, and then execute on the creation of assets for the resulting campaigns

### Ad Operations Coordinator

Sawyer Studios - New York, NY

February 2018 to May 2019

Create, maintain and reprocess datastreams and client facing dashboards. Provide marketing reporting across advertising, social, and CRM through the use of cloud-based, AI-powered marketing, in association with Salesforce.

Heavily involved with advertiser post-sale operations, including but not limited to programmatic, Google Analytics management, data visualizations, and managing all aspects related to the operations of ad campaigns. Also heavily involved in the web development and design of several in-house platforms.

### **Graphic Designer / Tech Support Specialist**

School Photo Marketing - Morganville, NJ

October 2016 to October 2017

Process and design over 50 digital print orders a day, oversee 5 in-house graphic designers. Such orders include: creating and revising yearbooks, album covers, notebooks, mugs and id cards within the publishing house.

Also, to provide exceptional Tier 1 tech support, not limited to beta-testing, research, customer service, and online demonstrations that drive sales and maintain the overall health of the business.

### **Art Director / Business Development Manager**

SliQ Information Technologies Inc - Edison, NJ

December 2013 to September 2016

Managed new build, rebuild and rebranding web development related projects using PM practices, including integrated, budget management, resource planning, communications and issue management.

- Demonstrated capacity to provide professional and personal support to executives; coordinating on-site and off-site meetings and confidentiality.
- Managed delivery of designs, documents, permits; bid/awarded projects and coordinated with clients, business partners and vendors.
- Identified, requested, and held conference calls with all needed resources.
- Provide administrative support to the CEO, handling IT staffing, client negotiations, and Multi-Media related logistics.

### **Promotions Assistant**

CBS - New York, NY

February 2013 to February 2014

Provide and edit promotional photography and product content, handle PSA's, promos and a wide variety of marketing initiatives.

- Setup of all audio and video equipment for departmental productions
- Call local radio station, to promote daily events
- Prep live event artists, for concerts and new releases

### **Junior UX Designer / Developer**

Jean Martin - New York, NY

August 2013 to December 2013

Establish business development opportunities, for new gaming platforms for the Company, Design First Media and maintain company website

- Develop Gaming initiatives through the authoring tool, Game Salad.
- Attend, document and market gaming initiatives, in relation to client demands.

## **Web Developer / Content Auditor**

Lord & Taylor - New York, NY

March 2013 to July 2013

Provide non-functional testing / troubleshooting reports and web development solutions for the company's CMS site and main page.

- Actively managed and maintained IBM CMS of the corporate communications website [www.lordandtaylor.com](http://www.lordandtaylor.com)
- Attributing for scripts and commercial items for all e-commerce departments

## **Camera Operator / Production Assistant**

Kean University - Union, NJ

February 2008 to May 2012

Operate, Maintain, and Program digital audio / visual systems, analog audio systems and projection systems, including but not limited to digital processors, consoles, cueing software for both audio and video and editing software.

- Produce full HD 1080p commercials, broadcast live event programming using NewTek Tricaster 8000
- Stock Equipment, load and prearrange cameras, warehouse stocking, lifting, coiling, and moving high priced and quality a/v equipment.

## Education

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### **Bachelor of Arts in (B.A.) - Film / Media**

Kean University - Union, NJ

September 2008 to June 2012

## Skills

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- CSS
- Eclipse
- Excel
- HTML
- Mac
- Operation
- Motivated
- Organization
- WordPress
- Web Development
- Web Design
- Digital Design
- Adobe Photoshop
- JavaScript

- Adobe Creative Suite
- Branding