

Shealee Truesdale

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EXPERIENCE

Remote and Freelance Graphic Design | San Francisco, CA 05/2017-Present

Marketing Consultant

- Create graphics for clients in finance, real estate and technology companies, including infographics, web designs, flyers and presentations
- Edit and produce short videos for social channels using Adobe Premiere Pro
- Worked with a recruiting team to create a microsite campaign in efforts to hire more talent

First Direct Lending, LLC. | Irvine, CA 05/2015-05/2017

Marketing Coordinator & Graphic Designer

- Managed and developed Online and Direct Mail accounts, completing campaigns on-time and within budgetary limits with quick turnarounds
- Consolidated and analyzed daily key metrics for data leads and direct mail campaigns, testing new lead options monthly
- Acted as social media lead for LinkedIn, Facebook, YouTube, and Twitter, creating content that both increased brand awareness and generated over twice the view count of outsourced efforts
- Designed and coordinated custom marketing, sales, and recruiting collateral, including brochures, web designs, infographics, posters, shirts, and print/digital ads
- Worked with the IT team to develop, test and launch new website
- Acted as lead management tool administrator and trainer for over 150 sale executives

Metropolitan Home Mortgage, Inc. DBA Intelliloan | Irvine, CA 06/2013-07/2014

Marketing Administrator & Graphic Designer

- Designed custom print and media collateral for 3 business units, including fliers, posters, mailers, brochures, and print/digital ads
- Created and coordinated all direct mail campaigns, exceeding 1million annual distribution
- Planned and organized events, complete with promotional giveaways and swag
- Acted as our CRM administrator and trainer for over 50 sale executives
- Acted as marketing compliance analyst, screening all customer-facing marketing material

EDUCATION

University of Arizona, Eller College of Management | Tucson, AZ 2013

Bachelor of Science and Business Administration | Concentration in Marketing

Dean's List, Multicultural Business Student Association, American Marketing Association

SKILLS

Adobe Creative Suite:

Illustrator | Photoshop | Premiere Pro

Microsoft Office Suite:

Word | Excel | Outlook | PowerPoint

Miscellaneous Software:

Prezi | Velocify CRM | Salesforce CRM

Direct Mail & Email Drip Campaigns

ACTIVITIES

Branding/Logo for First Direct training program

Branding for Metropolitan Home Mortgage

Branding/Logo for Homefront Escrow, Inc.

Multicultural Business Student Association Secretary

American Marketing Association Member

Logo creation for Arizona Eller Unity Board

Logo for SABATA Refugee nonprofit organization