



## Shelly Rosenquist, Creative Services Manager/Creative Director

Award-winning creative in the Marketing Department at Children's Wisconsin (a non-profit organization) ready to lead team collaboration, improve client relationships and create conceptual innovation for your company. Allow me the opportunity to showcase my forward-thinking, cutting-edge creative campaigns and services while inspiring others to reach their full potential.

### PERSONAL PROFILE

- Expertise in visual direction, artistic innovation, and brand positioning while excelling in fast-paced, time-sensitive environments, both in-house as well as agency design, marketing and creative directing experience
- Possesses a can-do outlook and aims to inspire others with an enthusiastic attitude; aims to foster an atmosphere of workplace collaboration
- Highly experienced with years of graphic design, integrated marketing, project management and branding as well as strategic planning; years of experience managing creative teams
- Mac and PC proficient; pro-mobile and social media; a self-proclaimed technology and gadget geek
- Thrives while working in mission-driven organizations whose beliefs and values serves as guiding behaviors to make the world a better place

### PROFESSIONAL EXPERIENCE

**Creative Services Manager** - December of 2018 to Present for **Children's Wisconsin** (formerly Children's Hospital of Wisconsin)

- Manages a staff of 3 full-time employees including two designers and a project manager, multiple interns, freelance designers and photographers as well as relationships with print and other vendors; serves as a liaison and partner between Hanson Dodge Creative and SRH, two of Children's agencies and works in conjunction with them on high level campaigns and brand management
- Provides exceptional quality design services to Children's Wisconsin internally, externally and to our partners
- Provides partnering and strategic support of campaigns, the brand and various programs across Children's Wisconsin
- Art directs various commercial (video) shoots, photo shoots and provides creative direction to the design team
- Strategically tackles marketing and design needs for Children's Wisconsin and it's partners and creates client communication needs into appropriate visual form(s), ranging from digital graphics (web, mobile, banner ads, etc.), outdoor large format advertising (billboards), social media and email marketing campaigns to all forms of print and merchandizing design
- Wrote and implemented a brand standards manual for Children's Wisconsin and re-designed the logo for Children's Wisconsin upon it's name change from Children's Hospital of Wisconsin in 2018
- Built and continues to add to Children's Wisconsin library of photography by organizing, implementing and art directing 10-14 photo shoots for the institution every year

**Senior Art Director/Creative Lead** - February of 2008 to December of 2018 for **University of Wisconsin-Milwaukee**

- Managed a staff of 6 designers and 3 students/LTE staff and interns; art directed photo and video shoots
- Co-creator and senior art director for the award-winning print & online annual publications, *UWM Research* magazine & *UWM Alumni* magazine.
- Consulted with and project managed UWM faculty/staff and other clients to determine their needs for visual materials as part of a departmental, program or project communication plan
- Determined integrated marketing strategy and interpreted and created client communication needs into appropriate visual form(s), ranging from digital (web, mobile, banner ads, etc.), outdoor large format advertising (buses, billboards), social media and email marketing campaigns to all forms of print design
- Instructor of UWM short courses and School of Continuing Education full day courses including Adobe InDesign and Adobe Photoshop and Adobe Illustrator (has been teaching for over 10 years)
- Created all branding and marketing campaigns from start to finish for the College of Engineering & Applied Science, Zilber School of Public Health, the UWM Alumni Association and was the lead person on general recruitment design and marketing for the university for over seven years

**Art Director** - April of 2004 to January of 2008 for **DSI Design** (formerly Desktop Solutions, Inc.)

- Created graphic images for various companies in the form of ad campaigns, corporate identities, theme designs, conference campaigns, website designs, email marketing campaigns, etc.
- Clients included: Time Warner Cable, Sprecher Brewery, Milwaukee Bucks, Marcus Center for the Performing Arts, Buell and Harley Davidson, as well as non-profits including Habitat for Humanity, COA (Children's Outing Association), PEARLS for Teen Girls, Easter Seals of Milwaukee and ALS Association
- Managed the team of 5 graphic designers and 3 freelance designers; art directed photo shoots; managed printers, high-end programmers and other outside vendors
- Re-branded The Women's Fund of Greater Milwaukee Foundation including a brand new logo, marketing campaign and advertising to increase awareness to the public

**Designer/Art Director** - August of 2002 to March of 2004 as Freelance

- Created corporate identities, websites and integrated marketing campaigns for various companies throughout the Milwaukee and Chicago areas
- Produced illustrations for clients ranging from floral design companies to technology firms
- Conducted digital and graphic design workshops for various clients such as Archeworks Alternative Design School and the Bay View Arts Guild

**Senior Designer** - April of 2001 to March of 2002 for **Integrated Marketing Solutions (IMS)**

- Developed, created and implemented full advertising campaigns and integrated marketing for numerous clients
- Clients included: Lilly & Company, Zimmer Corporation, Abbott Laboratories, Pedialyte® and Reese Engineering
- Created digital designs, HTML emails, logos, brochures, folders, packaging, postcards, posters and large scale graphics such as billboards

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**Senior Designer** - August of 1998 to March 2001 for **API Publishing** (a former division of Smith, Bucklin & Associates)

- Lead the team of five graphic designers – assigned projects, provided technical assistance, provided art and concept direction
- Worked with various associations and organizations such as Oracle Users Group, Coil Coaters Association, Life Services Network of Illinois and the Illinois Restaurant Association
- Created campaigns, corporate identities, theme designs, conference campaigns and digital designs
- Instructed a variety of different workshops to our design staff including information on Flash animations, Photoshop techniques, HTML trouble-shooting and digital design

**Web Designer** - October of 1996 to July of 1998 for **Cyberworks Media Group, Inc.**

- Created 2 & 3 dimensional digital & interactive graphics including: compressed JPEGs, animated GIFs, vector Flash players & Shockwave Movies
- Designed creative concepts and storyboards for various highly interactive websites & participated in a fast-paced, team-oriented work environment
- Clients included: Irwin/McGraw-Hill, Moraine Valley Community College

## EDUCATION

### Postgraduate Degree in Sustainable Urban Design

Archevorks, Chicago, IL (graduated 1997); Focus: Designing solutions to social and environmental issues ([www.archeworks.org](http://www.archeworks.org))

### Bachelor of Arts Degree

University of Wisconsin-Green Bay (graduated 1995); Major: Communication and the Arts with an emphasis in Graphic Design

### Leadership Development Training (Foundations of Leadership)

Children's Wisconsin (Currently enrolled, due to complete in 2021)  
University of Wisconsin-Milwaukee School of Continuing Education (Completed, 2018)

### Web Design Certificate

University of Wisconsin-Milwaukee School of Continuing Education (September, 2011)

### UWM Essentials of Leadership Certificate

University of Wisconsin-Milwaukee School of Continuing Education (Completed, July 2010)

## DESIGN AWARDS

**Healthcare Advertising Awards** - Won the following awards for the 37<sup>th</sup> annual Healthcare Ad Awards (2020):

GOLD – Children's Wisconsin – Special Events – Data in Motion  
GOLD – Children's Wisconsin – Online Display Ads – Wisconsin Poison Center  
GOLD – Children's Wisconsin – Internal Publication – Our Children's Wisconsin  
GOLD – Children's Wisconsin – Physician Referral – Gastroenterology Referral Book  
GOLD – Children's Wisconsin – Logo Design – Redesign of the Children's Wisconsin Logo  
GOLD – Children's Wisconsin – New Media – ACHD Email Campaign  
SILVER – Children's Wisconsin – New Media – New Baby Email Campaign  
SILVER – Children's Wisconsin – Integrated Marketing Campaign – Children's Wisconsin 125th Anniversary  
SILVER – Children's Wisconsin – Online Display Ads – 2<sup>nd</sup> Opinion Ads

**Healthcare Advertising Awards** - Won the following awards for the 36<sup>th</sup> annual Healthcare Ad Awards (2019):

GOLD – Children's Wisconsin – PR Program – License Plate Promotion  
GOLD – Children's Wisconsin – Calendar – 2018 Employee Calendar  
GOLD – Children's Wisconsin – Physician Referral – Herma Heart Institute Overview  
SILVER – Children's Wisconsin – Physician Referral – *Pediatric Rounds*, Volume 17, Issue 1, 2018  
BRONZE – Children's Wisconsin – Brochure – ACEs Brochure

**Educational Advertising Awards** - Won the following awards for the 33<sup>rd</sup> annual EduAdAwards (2018):

GOLD – University of Wisconsin-Milwaukee – Magazine Series – This Is Why Alumni Magazine Ads  
SILVER – University of Wisconsin-Milwaukee – Student Viewbook – Student Viewbook, 2017-2018  
SILVER – University of Wisconsin-Milwaukee – Total Recruitment Campaign – Total Recruitment Package, 2017-2018

**Higher Education Marketing Report Awards** - Gold Award for UWM's Recruitment Materials (2015, 2016), Silver Award for UWM's Viewbook Design and Gold Award for Integrated Marketing Efforts for Recruitment in a University (2016).

**The Pride of CASE Awards** - Silver Award for University of Wisconsin-Milwaukee's Adult Guidebook (2015), Viewbook and Financial Aid packets (2015); Silver Award for the Alumni Poster Series (2014), Bronze Award for design of Spring Banquet materials for the College of Engineering & Applied Sciences at University of Wisconsin-Milwaukee (2014, 2015).

**Wisconsin Communicator Awards** - Was given three First Place awards for design of the Life Product Brochure Series for Catholic Knights Insurance Society; presented by The Association for Women in Communications.

## TECHNICAL EXPERIENCE

Adobe Creative Suite CC: Photoshop, Illustrator, InDesign, Acrobat; Microsoft Office Suite; Quark Xpress; Both Mac and PC proficient; Marketing/Work Flow Apps: Sharepoint, Slack, Trello, Asana, ActiveCollab; Emma Email Marketing, WordPress and other CMS experience