

Shanay Payne

MARKETING + EVENTS + SOCIAL
MEDIA + CONTENT CREATION

CONTACT

[linkedin.com/in/shanaypayne/](https://www.linkedin.com/in/shanaypayne/)

PORTFOLIO

visuallyrefreshing.com/myportfolio

visuallyrefreshing.com/photography

shorturl.at/gPXY3

SKILLS

Photoshop	<div></div>
InDesign	<div></div>
Illustrator	<div></div>
Premiere	<div></div>
Lightroom	<div></div>
DSLR <small>Photo/Video</small>	<div></div>
Office Suite	<div></div>
PowerPoint	<div></div>
ProPresenter	<div></div>
WordPress	<div></div>
LinkTree	<div></div>
SocialBakers	<div></div>
Tailwinds	<div></div>
Hootsuite	<div></div>
Monday	<div></div>
Basecamp	<div></div>
Facebook	<div></div>
Instagram	<div></div>
YouTube	<div></div>
Twitter	<div></div>
LinkedIn	<div></div>
Mac/PC	<div></div>



GREETINGS

My expertise equips me to help enhance the brand perception from concept to completion. It's a joy developing excellent marketing solutions to help inform and inspire customers. Let's produce something great!

PROFILE

Creator, coordinator, communicator

EDUCATION

Indiana University Purdue University Indianapolis

Herron School of Art and Design | Bachelor of Fine Arts

Visual Communications Major, Art History Minor

EXPERIENCE

Maoz Inc. | **Marketing Director**, 8/2021 to 8/2022

- Coordinator for conferences, events, marketing materials
- Creative creation production on print, digital, social, email, web, video, books
- Liaison with venues, vendors, events crew, volunteers, partners, customers
- Manage projects with Brazil, Canada, Korea, Germany, Ireland, Israel, UK, USA
- Event supporter, presenter, and speaker for English and Spanish audiences

New Beginnings/Larry Huch Ministries | **Digital Marketing**, 1/2020 to 7/2021

- Selection and planning of marketing content to featured from TV show broadcasts and events
- Admin and scheduling for social platforms
- Marketing copy for over 1K posts including SEO headlines and hashtags
- Development of graphic designs, emails, WordPress pages, social media
- Collaboration managing social engagement and prayer responses

Goodwill Dallas Corporate | **Marketing Coordinator**, 9/2019 to 1/2020

- Creation of monthly marketing themes for stores in the metroplex, including the graphic design for print, digital, web, email, social media
- Integrating national campaigns such as seasonal movie themes
- Managed events rooms, community bookings, daily set up crew, facility tours, for special events, and visiting company volunteer groups from 1 to 300+ guests, including photography, speaking, presenting

American Airlines | **Brand Graphic Designer**, 4/2013 to 12/2018

- Graphic design visual solutions created for all print, digital, and for environments
- Created brand visuals, including graphic designs for aircraft, brand templates, billboards, displays, digital designs, icons, print materials, promotional products, for aa.com and vacations with 36 million monthly visits
- Managed stock vendor relationships and attained a 10K complimentary digital asset management system
- Concierge Key photographer for national gatherings
- Nominated and voted in as Marketing Director for the National Women in Aviation and the Latino Diversity Network (English and Spanish), increasing attendance through the development of monthly event marketing and generating employee awareness
- Awarded over 30 above and beyond recognitions from team members

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CREATING CUSTOM BRAND EXPERIENCES

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