

Résumé

Linda Shepard

842 Edgewater Ln.
Marysville OH 43040

614-783-6834

linda@shepardartstudio.com

Art Director

Skilled Creative Director with over three decades of brand-development & management expertise offers track record of excellence leading creative teams both in-house and as a principal of my own firm working remotely. Delivering award-winning, innovative campaigns that deliver strategic results and elevate the brand.

Demonstrated talents in productivity improvement, project management, and strategic planning resulting in repertoire of impactful campaigns. Notable accomplishments include: “President’s Award”, improving staff output by 53%, cutting costs by up to 97.5% and capturing annual savings of \$80,000.

Professional experience

Shepard Art Studio LLC, Marysville, Ohio (2009–Present)

Graphic design firm offering full range of agency services, specializing in service to non-profits and governmental defined contribution plans.

Owner—graphic designer, editor, strategist

Retained to conceive, develop, and produce cost-effective, communications collateral across print, web, electronic, video and presentation mediums, maintaining company website and certifications, and generating bids in response to Requests for Proposal (RFPs). **Provide technical support to clients** using online marketing materials service marketingWorks, and publishing monthly marketing e-newsletter for clients.

Serve in freelance capacity by completing assignments for numerous agencies—including Greenwood Creative, 300m, Wengerd Marketing Direction, and Avanti—designing custom Wordpress websites for Reimagine Columbus Education.org (reimaginecolumbuseducation.org) and Soterra (soterrallc.com), formulating Children’s Hunger Alliance’s 2013 Annual Report, crafting logo and stationery for The Utilities Group, and developing corporate capabilities brochure, tradeshow graphics, and product information sheets for Woodstone Energy.

Highlights

Earth Day for Green Columbus

Produced artwork for print, advertising, and audio/visual materials for Earth Day event on behalf of 300m agency, at 20% under fee estimate, passing savings on to agency.

Eagle Crusher tradeshow kiosk

Hired by 300m agency to create offline microsite for a Las Vegas convention, within difficult viewing parameters. Solved major project challenge by replacing jQuery with modals, testing functionality, and then creating custom stylesheet to prevent scrolling.

Nationwide Retirement Solutions

Aided a number of governmental deferred compensation plan programs in creation of collateral. Highlights include: (1) PowerPoint presentations, bid materials, and fliers for City of Phoenix, (2) quarterly investment performance reports and asset allocation materials for Cook County, (3) marketing plan and quarterly investment performance report for city of Chicago, and (4) bid-based enrollment video for state of Kentucky.

Strengths & competencies:

- Brand management
- Process management
- Design conceptualing
- Graphic design
- Market analysis
- Content development
- Productivity improvement
- Project management
- Interactive media production
- Technical print production
- Management
- Creative development
- Strategic planning
- Vendor negotiations

Nationwide shift calendars for International Association of Fire Fighters (IAFF)

Created six different versions of ABC shift calendar used by 75% of all firehouses in the U.S. to promote plan participation. A shift calendar personalized with a sales representative's information was made cost-effective by printing a base run and imprinting through Nationwide's online print-on-demand service resulting in \$.50 per unit pricing. Because fire fighters each represent a potential \$300,000 DROP rollover opportunity, ROI is highly likely.

Maryland Supplemental Retirement Plans (MSRP) Personal Retirement Consultants' (PRC) collateral

Developed materials positioned to support, distinguish, and promote communications cycle for MSRP's PRCs targeting retirees with account balances of \$100,000+. Included worksite flier, personalized postcard highlighting services with invitation to schedule free consultation, and finally, a retirement planning workbook used for in-person consultations.

MSRP Benefit Coordinators' Academy (300 invitees)

Grew MSRP enrollment by 43% over previous quarter, earning NAGDCA Award for effective communication. Supported new effort to create a database of eligible State employees not participating in MSRP plan. Planned all events, creating email and printed invitation, reference book, PowerPoint slides, branded give-away, and online video content and communications, implementing half-day seminar "academies" at seven locations across state.

MSRP mailing

Generated \$11,000+ cost savings in postage alone, by suggesting and executing strategy to replace expensive stand-alone mailing to 30,000 plan participants—to obtain updated emails—with no-cost "give us your email" message accompanying quarterly statements, and smaller mailing to only 3,000 recipients with outdated emails.

Nationwide Retirement Solutions, Columbus, Ohio (2004–2009)

Subsidiary of Fortune 100 Nationwide Insurance Corporation with around 30,000 employees and locations across the country.

Creative Director & Senior Graphic Designer

Managed creative operation, project lifecycle, and production—with accountability for \$2 million annual print budget and staff comprised of four designers, two writers, and several agencies. Ensured that creative output generated in timely, cost-effective, and strategic manner, in alignment with corporate directives and branding, with clear call to action.

Directed implementation of marketing strategies, serving as liaison to leadership, Project Management, Strategic and Corporate Marketing, Operations, Training, Sales, Compliance and Procurement. Devised and evolved client brands, formulating templates for print-on-demand, managing collateral review cycle, and providing graphic design support for wide array of media.

- **Obtained annual savings of \$80,000, after re-designing enrollment materials** produced in low batches (at as much as \$34 per unit), by leaving fund line-up section of booklets blank to be imprinted on-demand in black ink upon frequent fund/plan line-up changes. Creative thinking resulted in lower per-unit costs, elimination of wasted inventory and production of resource in full-color versus previous two-color units.
- **Grew staff output and productivity by 53% over previous year**, by instituting shared drive, initiating weekly production meetings with clients to assign, re-assign, and prioritize projects, and introducing database of all in-progress projects to track production cycle and due dates.
- **Reduced printing costs by 50%**, after helping Procurement Officer negotiate contract for State of New York Deferred Compensation plan's enrollment booklet, by arranging production at time of month where printer's output and business remained at low or slow level.
- **Spearheaded development of marketingWorks online print on-demand system** enabling Sales Representatives to personalize and print customized marketing materials within 48 hours. **Efforts reduced**—former manual process taking as many as two weeks—turn-around production time by 89%, while simultaneously **mitigating legal/regulatory exposure** and improving retention of distributed information.

Software skills:

- InDesign
- Photoshop
- Dreamweaver
- Illustrator
- After Effects
- Powerpoint
- Word
- Excel

Web platforms:

- Self-hosted
- WordPress
- Business Catalyst

Coding skills:

- HTML/HTML5
- CSS/CSS3
- SASS
- Some PHP
- Some jQuery

- Served as member of team which developed company (URBO) Ultimate Repository Based Online database and workflow system to satisfy FINRA regulatory requirements and provide records of compliance reviews of marketing collateral for auditing purposes.

Highlights

Be the Reason Why internal branding

Created campaign designed to connect associates to participants—with logo pedestals, signage, lettering, and photography to encourage associates to consider how the work they do everyday impacts peoples' lives. Recognition included "Whys Guy's" staff-appreciation event with scavenger hunt and lunch with company President.

Insurance & Financial Communicators Association (IFCA) Epic Award

OCLC, Columbus, Ohio (1996–2004)

Non-profit, international library service organization—and keeper of largest online bibliographical database on earth with more than two trillion records—with offices in nine countries and \$206 million in annual revenues.

Art Director & Graphic Designer

Created illustrations and graphic design for printed materials, PowerPoint and video presentations, and web microsites using Flash components. **Largest ongoing projects encompassed devising overall design, layout, and production of up to 60 page two-color monthly newsletter** with full-color cover publication, designing, and producing Annual Company Report document, and helping plan and originate event themes, as well as promote annual staff appreciation events.

- Earned "President's Award" for developing interactive video presentation for ALA Annual OCLC President's luncheon—comparable to annual Board Meeting of for-profit corporation—designed to inspire members of OCLC cooperative and summarize impact of company's work on providing access to world's information.
- Initiated strategic, targeted branding initiative utilizing campus buildings to identify company business and identity, managing budget and creating key installations illustrating brand story.
- Created 3D WorldCat logo with giant photography montage in Members' Council Auditorium, illustrated mural running entire length of cafeteria, frosted glass globe panels with company logo and tagline behind reception desk, and oversized library photography throughout all buildings and workspaces.
- Originated Presentation Source intranet website, facilitating sharing of resources while eliminating duplication of effort, in order to maintain brand and message consistency.
- Formulated diversity and inclusion intranet site which highlighted and celebrated culturally diverse differences amongst staff, promoting Chinese New Year's Celebration events along with other celebrations from around world.

Early career history

- Columbus Board of Realtors (1993–1996), Member Service Center Manager & Graphic Designer
- Mills Printing (1992), Graphic Designer

Education

- Bachelor of Technology in Industrial Design—Charleston Southern University, 4.0 GPA
- Associate of Industrial Technology—Trident Technical College, 4.0 GPA