



Taylor Shipley

GRAPHIC AND BRANDING SPECIALIST

CONTACT

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Graphic & Branding Specialist with 3+ years of corporate experience creating cohesive visual identities, digital campaigns, and cross-channel marketing assets. Passionate about storytelling through design and building brands that feel both strategic and human.

SKILLS & COMPETENCIES

Design: Adobe Illustrator, InDesign, Photoshop, After Effects, Acrobat

Platforms: LinkedIn, Wix, WordPress, Meta Business Suite,

Tools: Microsoft Office & Google Workspaces, Monday.com, Asana

Other skills:

- Event Coordination & Design
- Learning Management System Design
- Customer Service Experience
- Organizational Experience

ACADEMIC BACKGROUND

University of Nebraska - Omaha
MAY 2021

Bachelors of Science in Communication
Majoring in Media Communication,
Advertising & Public Relations,
and Marketing

Graphic Design and Branding Coordinator - Omaha, NE

Signature Performance | October 2022 - Present

- Ensure that brand identity and standards are consistently upheld and enforced across all channels, materials, and communications to maintain a unified and cohesive brand presence.
- Create high-quality, branded graphics, layouts, and concepts for digital and print projects including social media, internal communications, and event materials.
- Offer digestible design support to executives and internal stakeholders spanning over ten different departments, ensuring cohesive and effective visual communication across diverse teams and projects.
- Design new program logos and establish a visual presence that harmonizes with the Signature brand identity.
- Designed layouts for the corporate company magazine, ensuring cohesive visual presentation and effective communication of associate stories.
- Manage multiple projects simultaneously while collaborating with cross-functional and diverse teams to deliver high-quality work within tight deadlines.

Marketing Assistant - Omaha, NE

Stir Coffee Bar | November 2021 - October 2022

- Managed content across three social media channels to maintain a cohesive online brand identity, keeping followers informed about Stir updates such as seasonal menus and promotions.
- Revitalized brand identity by developing new elements and integrating them into diverse marketing initiatives, including decals, menus, and social media campaigns.
- Improved Stir's WordPress website by refreshing all visuals and introducing a dedicated catering and events page.
- Produced on-brand graphics for promotions, signage, text blasts, menus, and social media posts, ensuring consistent messaging and visual appeal.
- Strategically planned and executed photoshoots to capture high-quality images of menu items and products, aligning with brand aesthetics and promotional goals.

Marketing and Graphic Design Intern - Omaha, NE

Classical 90.7 KVNO | June 2021 - Nov. 2021

- Managed KVNO's monthly content calendar, ensuring regular posting every two days with engaging copywriting and active follower interaction.
- Created cohesive advertisements for handouts, programs, and digital banners that aligned with KVNO's brand identity.
- Initiated new marketing strategies including an on-brand newsletter template, a structured social media calendar, and reusable social media templates.
- Designed and set up a KVNO event booth featuring three banners and a custom tablecloth to enhance the station's presence at community events.
- Coordinated the preparation and ordering of print marketing materials such as showcase booklets, stickers and yard signs.

Social Media Specialist - Omaha, NE

Balanced You Medical Wellness | August 2020 - Nov. 2021

- Worked with the business owner of a new medical spa and treatment center to cultivate a brand that is fresh and friendly to all patients, catering to both women and men.
- Managed and maintained the Balanced You website using Wix.com, ensuring a user-friendly interface and up-to-date content.
- Crafted monthly content and copy for Balanced You's Facebook and Instagram pages, consistently reflecting the brand identity.
- Collaborated closely with the client to plan photoshoots, develop monthly promotions, and implement website updates.
- Designed and produced printed materials such as informational brochures and business cards, enhancing outreach efforts to new and potential patients.