

SUMMER SHINN

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SUMMARY

Passionate and imaginative marketing analyst with 3+ years of experience in blending data insights with creative flair to shape captivating marketing campaigns. Adept at crafting innovative solutions and storytelling that drive engagement and brand loyalty. Excels in collaborating with diverse teams to bring bold ideas to life and transform market trends into creative opportunities. Enthusiastic about using a unique mix of creativity and analytics to deliver standout results in a dynamic industry landscape.

WORK EXPERIENCE

Creative Marketing Specialist, Continental Tires Jan 2024 - Present

- Provide print and digital marketing content for 140+ territory sales managers
- Responsible for print and digital advertising for the Truck Tire division
- Create marketing plans around new product launches, events, and partnership programs
- Create displays for trade events and dealership marketing
- Support other departments creative needs

Creative Designer, Lowe's May 2021 - Jan 2024

- Collaborate cross-functionally on projects and advocated for specific requirements of designs with production teams
- Create user-centered designs with integrated marketing information, creative assets, and design patterns.
- Responsibilities include home page design and promotional content throughout Lowes.com
- Present work to designers, user experience teams, and key stakeholders at different project stages.

Social Media Coordinator, Kryo Inc. May 2019 - Aug 2019

- Created all social media content with consistent aesthetic and tone
 - Increased customer engagement through social media
 - Utilized social media marketing tools such as Hootsuite and Sprout Social
 - Worked with a wide variety of social media influencers to promote products
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EDUCATION

Bachelor of Arts, Advertising Aug 2017 - May 2021

- GPA 3.76
 - 2021 Effie Collegiate Brand Challenge Finalist
 - Capstone Scholar
 - Pi Beta Phi member
 - Gamecock Club Sports Marketing Intern
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KEY SKILLS

- Expertise in Adobe Creative Suite (Photoshop, Illustrator, InDesign), Sketch, Figma
- Brand Identity
- Trend Awareness
- Print and Digital Media
- Problem-Solving
- Creative Concept Development