

Shellby Taylor Coyle

Quick look

DESIGN FOCUS

Marketing collateral
Event signage & materials
Branding
Illustration & hand-lettering

EDUCATION

Northeastern University Boston, MA
Bachelor of Science Degree in
Business Administration: Marketing
Minor: Graphic Design
Graduated with honors

SKILLS

Adobe: Photoshop, Illustrator, & InDesign
Microsoft Office: Word, Excel, & PowerPoint
Google drive: Sheets, Slides, & Docs
Sketch
Figma

INTERESTS

Music & concerts, vegan cooking,
stationery, cats, interior design

WORK

Designedbystc.com >

Get in touch!

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Relevant Experience

Senior Marketing Designer, Global

TEADS | NOV 2022 - CURRENT

Collaborate with marketers to create and design materials that support global marketing and sales initiatives. Projects include, presentation decks, custom and templated sales materials, social media assets, event design (internal and external), longer-form thought leadership pieces, website and landing pages, and general branding. Along with design and creative execution, I contribute to content generation, strategy for key marketing campaigns, and planning for upcoming initiatives, and management of projects and junior designers.

Founder & Lead Designer

STC DESIGN + CRAFT | DEC 2017 - CURRENT

Freelance Design focusing on branding and marketing materials. Working with small companies to refine their brands or build their library of materials. Wide range of work that includes things like logos and branding, emails and social, website and sales decks, and printed materials like product packaging and signage.

Lead Designer

GLAM SEAMLESS | HOBOKEN, NJ | FEB 2019 - AUG 2022

Worked with the CEO and marketing team to refresh and define the overall brand. Deliverables included, all sales emails, landing pages, web graphics for different promotional campaigns, updates/redesigns for current web pages, materials for training and conferences, in-store displays, product packaging, and social media assets.

Lead Designer

WITTY KITTY CREATIONS | JAN 2011 - FEB 2023

This was my personal Etsy shop that sold stickers and greeting cards. Sole designer and business owner managing all needs from design, to product photos and descriptions, to packing and shipping.

Designer

KINNEK | NEW YORK, NY | FEB - DEC 2017

Contributed to the brand redesign process to create a more cohesive user experience. Implemented a new design system for the entire Kinnek user email cycle. Worked with various teams to create collateral like case studies, event signage and materials, swag, guide books, infosheets, and deck templates.

Marketing Designer

SPONGECCELL | NEW YORK, NY | APR 2014 - NOV 2016

Managed the creation of sales materials related to advertisement mock-ups, this included managing and training interns and new hires, along with actual design production. Created internal and external presentations and infosheets for all departments. Designed various pieces (posters, invites, swag, a bus), for internal/external events.

Graphic Designer

STEELHOUSE | CULVER CITY, CA | MAY 2013 - OCT 2013

Designed static and interactive digital advertisements for a wide range of clients. Maintained a fast-paced design life cycle and managed multiple projects simultaneously.