



FIND ME ONLINE:

- www.superfabdigital.com
- www.linkedin.com/in/shirerburkett
- www.facebook.com/superfabdigital
- www.instagram.com/superfabdigital

SOFTWARE AND TECHNICAL EXPERTISE:

- Adobe Photoshop • Adobe Illustrator
- WordPress, DIVI theme • Tailwind
- Tweet Deck • Social Flow • Figma
- Waterfall Project Management
- Agile Project Management

As a pioneering creative executive with 20+ years of experience, I am exceptionally proficient in delivering dynamic user-centric digital brand positioning and communication solutions. A proven capability in creative strategy resulting in profitable growth as well as persuasive pitching and presentation skills will enable me to work effectively in the areas of Design Management, Brand Management, Design and Development, and Social Media Creation and Implementation. Additionally, I am highly skilled in working with key stakeholders and clients. I would look forward to utilizing my extensive digital design background to strengthen your company and to facilitate the achievement of its goals, objectives and methodologies.

SKILLS

01} Innovation and creativity 02} Experience in supervisory positions with excellent ability to delegate 03} Project management and client management 04} Reliable and dependable work habits and temperament 05} Relationship-building while providing valuable services to clients 06} Ability to work independently as well as collaboratively with teams 07} Exceptional communication abilities, written and oral 08} Initiative to begin and complete complex projects on schedule 09} Process oriented during project creation, development, and completion 10} Outstanding briefing and instruction capabilities 11} Ability to work under pressure with goal of producing quality results 12} Facilitation of open exchange of information and ideas 13} Adaptability to new information, changing conditions, and unexpected obstacles

WORK EXPERIENCE - USA

JAN 2021-PRESENT

OWNER AND CREATIVE DIRECTOR SUPERFAB DIGITAL DESIGN STUDIO, SOMERSET, KY

- Working with Lake Cumberland District Health Department on social media campaign to achieve maximum Covid immunization coverage
- Designed and built information-based websites for childcare provider, The Children's Learning Tree, for ecommerce site, Gorilla-Lift, and for solar energy company, Yellow Dwarf Solar
- Redrew existing logos into vector version for Continental Refining Company enabling production of signage and stationery
- Established client base, developed RFPs and contracts, and created social media marketing strategies for Superfab Digital

OCT 2018-NOV 2020

DIGITAL PROGRAM DIRECTOR IHEARTMEDIA, LEXINGTON, LOUISVILLE, SOMERSET, KY; INDIANAPOLIS, IN

- Oversaw creation and efficient operation of websites/social media for all stations in assigned KY and IN areas and consulted on regular basis with in-person strategy sessions
- Created/implemented briefing processes, workflows, and social tools for streamlined, efficient team collaboration
- Responsible for creating/implementing graphics and signage for digital events and marketing promotions
- Created social media calendars and schedules in addition to providing analytics on social media
- Hosted local call-in radio show "Swap N Shop" and was responsible for blogging, attending local events, and self-marketing to increase listenership and advertisers

AUG 2014-OCT 2018

SENIOR PRINT DESIGNER & FREELANCE COMMERCIAL PRINTING, SOMERSET, KY

- Designed business cards, pamphlets, car wraps, and other advertising materials from design phase to completion
- Utilized bleeds and die-cutting techniques
- Launched Superfab Digital specializing in website design for small business, branding, and bespoke graphic and digital solutions



SECTOR EXPERIENCE

01} Automotive 02} Alcohol 03} Banking & Finance 04} Charities 05} Online Education
06} Government & Public Sector 07} Health & Beauty 08} Building & Construction 09}
Media 10} Music 11} Pharmaceuticals 12} Radio 13} Retail and Consumer Goods 14}
Technology 15} Travel Leisure & Tourism

WORK EXPERIENCE - UK

JUN 2009-AUG 2013

FREELANCE CREATIVE CONSULTANT/ART DIRECTOR/DESIGNER LONDON, ENGLAND

- Worked through headhunting agency AQUEST to consult with design agencies on variety of projects and brand work
- Provided pitch work for various clients such as Microsoft, Skype, and Lloyds Pharmacy, and event branding for Samsung
- Served as Senior Creative for Hotels.com providing iPhone/Android app strategy and design, implementing methods for visual consistency
- Engaged as Senior Creative by Zone Media to spearhead creation of Coca-Cola pitch, working with Zone creative team resulting in win of major account

MAY 2007-MAY 2009

GROUP CREATIVE DIRECTOR/HEAD OF BRAND DESIGN: GLOBAL RADIO GLOBAL MEDIA (RADIO), LONDON, ENGLAND

- Worked closely with Group Director of Online/Interactive and Group Marketing Director to split creative resource into 3 distinct groups resulting in focused areas of expertise and less outsourcing
- Was fiscally accountable for team monetary allocation
- Devised and implemented new internal briefing system
- Commenced creative kick-off and review procedures encouraging creative collaboration while fostering discussion of design choices
- Worked with Global founder and Executive President on several core brand creative propositions such as Global brand and all subsidiaries and Capital FM brand
- Developed creative solutions on time and on budget for high quality campaigns such as Heart FM roll-out creative direction nationwide, Classic FM website relaunch generating 22% page increases in 1st month, and Microsoft's "I'm a PC" grossing £350K in 1st phase and £711K in 2nd phase

ADDITIONAL WORK EXPERIENCE - USA & UK

- Apr 2006-May 2008 - Art Director GCap Media, London, England
- Jul 2005-Apr 2006 - Freelance Creative, London, England
- Apr 2001-Feb 2005 - Freelance Creative, New York, New York
- May 1999-Jan 2001 - Multimedia Designer Global Education Network, New York, NY

EDUCATION

Jul 1998-May 1999 - Pratt Institute: Web and Graphic Design, NY, NY

Jun 1998 - United Digital Artists: Web Design, New York, NY

Aug 1991-May 1993 - University of Mississippi: Theater, Oxford, MS

ADVERTISING AGENCY EXPERIENCE:

Assigned Creative Director, Art Director and Senior Designer roles through Aquent (NY and London) in fast-paced, high-performing, creative environments including: Wunderman, Framfab/Oyster, EHS Brann, DDB, Draftfcb & The Alternative working on various branding endeavors and digital campaigns.

CAMPAIGN/BRAND EXPERIENCE:

Big Ass Fans, Master Musician Festival (MMF), Landrover, Ford, Hyundai, Jack Daniels, Malts, Grants Whiskey, Tiger Beer, HSBC, Chase Manhattan, Help a London Child, NYU, Transport for London, Maybelline, Nivea, Brylcreem, BBC, XFM, Classic FM, Choice FM, Capital FM, The One Network, Gold, Microsoft Office, Vodafone, Lloyds Pharmacy, Celesio, UPS, Empire, La Redoute, Coca-Cola, Douwe Egberts, Total Jobs, Xbox, Skype, Microsoft, Intel, We Love Local, Nokia, Samsung, Orange (EE), Gumtree, Hotels.com and more