



CHELSEA SHOJI

MARKETING / OPERATIONS / DESIGN

PROFILE

Graphic designer and marketing manager with more than 10 years of experience in A/E/C brand strategy, corporate identity, and content marketing.

Skilled at interdepartmental coordination, communication and motivation.

Expert knowledge of Adobe Creative Suite, Wordpress.

Strong technical writing skills for copywriting as well as creating content. Digital storyteller that pushes the boundaries of traditional design strategies to help brands stand out.

If I'm away from my computer, chances are I'm hiking, cooking, playing tennis or kickball.

EDUCATION

Digital Art - B.A. University of Oregon, 2008

Art & Business Administration - B.A. College of Idaho, 2005

SOFTWARE

- Adobe CC
- Photoshop
- Illustrator
- InDesign
- Wordpress
- HTML / CSS
- Microsoft Office
- Word
- Excel
- Outlook
- Powerpoint
- Keynote

EXPERIENCE

2008 - Present - Marketing / Operations

JVNW, Inc. - Stainless Steel Manufacturer

- Responsible for developing JVNW corporate branding, brand strategy, and all things marketing
- Consolidated brand strategy for product lines across eight industries and go-to-market channels; modernized outbound face to markets
- Launch multiple JVNW product lines and related programs into the industry (press, customers, sales channels) to support multi-million-dollar annual revenue targets
- Create/Design/Produce all sales collateral, presentations, web marketing, partner marketing, communications, public relations, partnerships, strategic alliances, social media, tradeshow, and event coordination
- Introduced JVNW's innovative technology (HERO) through press/advertising campaign
- Corporate spokesperson for key product and corporate announcements
- Responsible for articulating marketing strategy for corporate messaging, branding, and naming, as well as other key activities
- Driving cross-organizational marketing programs
- Member of Senior Leadership Team responsible for solving complex business issues, adjusting department goals to fit evolving company strategy, cascading communication to cross-functional teams, and reporting results to the Executive Leadership Team on a regular basis
- Supported the continued growth of the JVNW brand by focusing on home market execution strategy and driving loyalty through customer partnerships
- Developed web/social media strategy to better serve prospects and current customers

CONTACT

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REFERENCES

Kimberly Krueger | kim@overstreet1.com

Vice President of OverStreet Associates, an advertising firm based in San Francisco, CA.

Don & Jeri Jones | jeri@jonespeople.com

Founders, former President & Director of Marketing, JVNW, Inc.