



MARY SHELL

PROFESSIONAL SUMMARY

Creative marketing and design professional with extensive experience developing brand identities, marketing campaigns, and visual content across print, digital, video, and social media platforms. Owner of Mary Annette Design and retail business operator with hands-on expertise in content creation, customer engagement, and marketing strategy. Skilled at transforming business goals into compelling visual experiences that strengthen brands and connect with audiences.

CORE COMPETENCIES

Brand Development | Graphic Design | Social Media Marketing | Content Creation
Video Production | Website Design | Photography Print Advertising | Email Marketing
Project Management | Customer Engagement | Marketing Strategy

PROFESSIONAL EXPERIENCE

Owner & Creative Director

Mary Annette Design | Bristol, VA | 2018 – Present

- Lead creative and marketing initiatives for clients and retail operations, developing cohesive branding and content strategies.
- Design logos, brand identity systems, print advertising, promotional materials, packaging, signage, and trade show collateral.
- Produce and edit short-form and long-form video content for social media, marketing campaigns, and promotional initiatives using Premiere Pro.
- Develop social media content calendars, marketing campaigns, and customer engagement strategies.
- Design and maintain websites, digital assets, email marketing campaigns, and online promotional materials.
- Manage client relationships, project timelines, vendor coordination, and production workflows from concept to completion.
- Create photography and visual content used across digital, print, and social platforms.

Owner & Marketing Director

Dancing Rabbit Unique Boutique | Bristol, VA | 2022 – Present

- Manage e-commerce operations, membership programs, website content, blogging, and customer engagement through the company's Wix platform.
- Direct all marketing, branding, and promotional efforts for an independent retail storefront.
- Create social media content, video campaigns, print advertising, in-store signage, merchandise graphics, and promotional materials.
- Develop customer engagement initiatives, community events, and brand partnerships to increase visibility and customer loyalty.
- Manage website content, email marketing, product promotion, and digital customer communications.
- Analyze marketing performance and adapt content strategies to support business growth.

Freelance Graphic Designer

Self-Employed | 2015 – Present

- Designed marketing materials, magazine publications, trade show graphics, digital advertisements, and website assets for a variety of clients.
- Collaborated with businesses and organizations to develop creative solutions aligned with brand objectives.
- Managed projects from initial concept through production while maintaining quality, timelines, and client satisfaction.

EDUCATION

Bachelor of Arts
Digital Media Art & Design
King University
Bristol, Tennessee

CERTIFICATIONS & LICENSES

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Operator Permit (RR)

CONTACT

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SKILLS

DESIGN & BRANDING

- Brand Identity Development
- Logo & Visual Design
- Print & Publication Design
- Packaging & Signage
- Layout & Typography

DIGITAL MARKETING

- Social Media Marketing
- Campaign Development
- Email Marketing
- Content Strategy
- Website Content Management

VIDEO & MEDIA

- Video Editing (Premiere Pro)
- Short-Form Content Creation
- Long-Form Video Production
- Photography
- Visual Storytelling

BUSINESS & PROJECT MANAGEMENT

- Project Management
- Client Relations
- Vendor Coordination
- Event Marketing
- Retail Marketing Strategy

SOFTWARE & TOOLS

Adobe Creative Cloud
Premiere Pro
Affinity Designer
Microsoft Office
WIX Website Design &
Content Management
Google Business Profile
Management