



**Shane Farr**  
Graphic Designer  
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## ▶ **Education**

### **Bachelor of Fine Arts in Visual Communications**

Cum Laude, American Intercontinental University - Atlanta, GA 2004 to 2006

## ▶ **Expertise**

Software: WordPress, Adobe CC: Illustrator, InDesign, Photoshop, ect, WHM/cPanel, MS Office, SharpSpring  
Skills: Graphic Design, Digital Marketing, Marketing Automation, Ecommerce, HTML/CSS, Video Editing

## ▶ **Experience**

### **Digital Marketer/Web Designer/UX** July 2018 - Current

#### **Practice Dock - St. Petersburg, FL**

- Design, hosting and monthly maintenance of over 30 WordPress websites
- Ensuring the client's needs are properly understood and seriously considered
- WordPress Web Design with Mega Menus, video background, sliders, and parallax elements
- Project management for gathering content, video shoots, and client direction
- Local SEO and reputation management for Practices throughout the nation

### **Digital Marketing Manager** June 2015 - July 2018

#### **Bayshore Dental Studio - Tampa, FL**

- Print Ad Design various formats for Inside Dentistry, DentalTown, LMT, Compendium Magazines.
- Devising graphic design and ad strategies to drive online traffic to the company website and convert leads.
- Assist Sales team members with custom Powerpoint presentations, pdfs, and booklets for meetings.
- Designing and managing digital marketing campaigns, including Facebook ads, SEO and PPC.
- Tracking conversion rates using CallRail, SharpSpring, Pardot, CRMs, and various webmaster tools.
- Overseeing the blog content and social media strategy for the company & product brands.
- Improving the usability, design, content and conversion of the company website.
- Review new technologies and implement strategies in the forefronts of digital marketing.

### **Creative Designer** Oct 2013 - April 2014

#### **National Association of Specialty Pharmacy - Tampa, FL**

- Directed and implemented marketing and branding objectives for several companies and associations in the Specialty Pharmacy industry under the umbrella company:  
NASPrx, Specialty Pharmacy Education Center, CannapharmaRx, SPCB, Specialty Pharma Journal, Synergy Rx
- Advertising and tradeshow design for the biyearly NASP EXPOs included 100+ page program guides, sign-up desks, large banner formats, websites, online ads, magazine ads
- Advertising methods included emails, magazine ads, webcasts, social media

### **UX Designer** June 2013 - Oct 2013

#### **Peter Wittwer North America, Inc - Largo, FL**

- Re-building both company websites and company intranet sites using updated technologies
- UX Design with focus on interaction with client and usability of tracking systems.
- Intranet redesign in Bootstrap 3.0 framework(HTML, CSS, and JS) with PHP/ASP integration, wire framing, icon design and style guides.
- Logo design, email blasts, social media management and other graphic design projects.

### **Graphic Designer/SEO** July 2012 - June 2013

#### **ProSun International, LLC - Saint Petersburg, FL**

- Design of various websites, Smart Tan Magazine ads, email campaigns, product brands.
- Practiced aggressive conversion techniques through call-to-action, forms, organic SEO, Adwords
- Prosun.com: Revamped Wordpress website that doubled conversion in 6 months.
- Featured #1 in UDesign Demo Showcase(best-selling theme in Themeforest).

### **Graphic Designer/SEO** Feb 2012 - June 2012

#### **Excite Medical - Tampa, FL**

- Print collateral including exhibit displays, brochures, booklets, clinical studies, flyers, and ads
- SEO/PPC & Web Design for several medical products and chiropractic information websites.
- Excitemedical.com: Wordpress website with custom child theme, graphics and photography

### **Lead Graphic Designer** Sept 2002 - March 2009

#### **Slingshot Product Development Group - Atlanta, GA**

- Managed brands of all established product lines and corporate identities for entrepreneurs, physician-inventors, and start-up companies.
- Supported business development team as marketing designer, converting sales projects into partnerships with Fortune 500 companies.
- Devised work processes & brand guidelines for the Design Team, consisting of Industrial/Graphic Designers