



sherise vandling

sherisecreative.com



svandling@yahoo.com

610.714.2227

✦ creative powerhouse

✓ direction.

✓ design.

✓ deliver.

## Creative Experience

### Digital Creative Marketing Manger - Sr. Graphic Designer

MCS Industries, Inc. | May 2020 - Present

Lead creative force behind digital content production for major retailers such as Amazon, Target, and Lowes. I spearhead all graphic design, e-commerce content, web design, social content and e-mail marketing from concept development to final delivery. Additionally, I provide exceptional photoshoot & art direction for my team, copywriting, critical thinking & project management to ensure comprehensive, creative works.

### Lead Graphic & Web Designer

Peer Pressure Creative Agency | January 2019 - May 2020

Sole creator for all graphic and web design projects. I worked directly along side agency web developer, collaborated on front end website design & functionality. Created e-blasts, logo & brand development, digital/print ads, as well as art direction for product photo-shoots, photo editing, catalogs and brochures.

### Art Director

D.G Yuengling & Son, Inc. | June 2015 - January 2019

Collaborated with a small in-house team, to provide art direction in addition to creating a wide range of designs including print ads, signage, packaging, advertising campaigns, transit graphics, digital ads, landing pages, social media, POS items & merchandise, collateral materials and copywriting.

### Assistant Graphic Designer

Public Relations Office; KU | May 2014 - May 2015

Provided creative support through the creation of diverse materials including recruitment collateral, academic brochures, advertisements, posters, & promotional items for the University.

### Advertising Design Intern

Media Arts Group | October - December 2014

Designed flyers, posters, publication covers and advertisements for The Morning Call daily newspaper, as well as layout editing.

## Academic Adventure

### B.F.A Communication Design

May 2015 | 3.79 GPA

Kutztown University of Pennsylvania  
Triple Concentrations: Graphic Design,  
Advertising, Interactive Design

## The Value I Add

### Overall Qualifications

Passionate Conceptual Thinker  
Leadership & Team Collaboration  
Exceptional Art Direction  
Problem Solving  
Adaptive & Determined  
Project Coordination & Management  
Multi-tasking Master  
Detail Oriented

### Design Skills

Branding & Identity  
Layout & Typography  
Front End Web Design  
E-Blast Creation  
Creative Copywriting  
Photography, Videography & Editing  
Social Media Content Creation  
Hand-Lettering + Illustration

### Software

Adobe Creative Cloud: Photoshop,  
Illustrator, InDesign, Premiere Pro,  
Lightroom, Acrobat, Microsoft Office Suite,  
Basecamp, Campaign Monitor, AgileForms,  
WIX, BigCommerce, Wordpress + more

## Proud Accomplishments

### Primary Creative Contributor:

Lowe's Innovative Partner of the Year 2022  
American Package Design Award 2018



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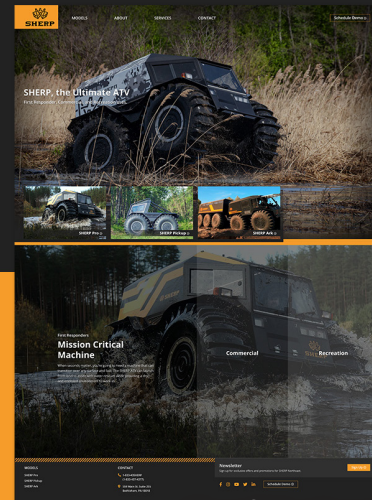
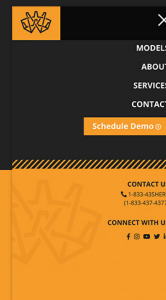
Yuengling® Print Collateral



Build and Batten™ Fretwork Packaging



Master & Co.™ E-Commerce Content



Sherp® Northeast Website Design



Yuengling® TriBrand Refresh



Good Scout™ Content Creation