

# KRISTA SHELLHAMMER

GRAPHIC DESIGNER | [kristashellhammer.com](http://kristashellhammer.com)

## SKILLS

---

Photoshop, Illustrator & InDesign | Email Marketing Platforms Klaviyo, Attentive & Sendlane | Photography & Photo Editing | Canva | Illustration

## WORK EXPERIENCE

---

### VITACUP, INC. | Visual Designer | Jan 2019 - PRESENT | San Diego, CA

Managing multiple projects as the main resource to create assets to support all departments needs: marketing, online sales and retail.

- Creating assets for promotional campaigns and product launches to be used across multiple channels
- Lead email designer, designing promotional, educational, and announcement emails
- Leading project initiative to convert social media content into short, weekly live streams through Amazon's "Amazon Live" feature to highlight best selling and new products; averaging \$100-\$200 sales per stream
- Assist social media manager with content creation for social media feeds
- Creating product asset libraries from product packaging files and photography

### BOBIT BUSINESS MEDIA | Graphics Intern | June - Sept 2018 | Torrance, CA

Designed print and digital advertisements and created ebooks for Nails Magazine.

### BASSENIAN LAGONI ARCHITECTS | Graphics Intern | Feb - Aug 2018 | Newport Beach, CA

Created colored elevation plans, constructed color books/boards, and organized material samples.

## EDUCATION

---

### CSU LONG BEACH | Illustration BFA, Marketing Minor | Jan 2016 - Dec 2018 | Long Beach, CA

Selected Courses: Brand Workshop | Digital Media Marketing | Storyboarding

### SADDLEBACK COLLEGE | Studio Art Associates | Aug 2013 - Dec 2015 | Mission Viejo, CA

## EXHIBITIONS

---

**A SITTING IMPRESSION** | Curated Group Exhibition | Sept 9th - 13th, 2018 | Long Beach, CA

**POSTS + BEAMS** | Solo Exhibition | Oct 8th - 12th, 2017 | Long Beach, CA