



SN



402-739-0914

snewlun@cox.net
snewlun.wixsite.com/portfolio

5909 Roble Loma Dr.
Pensacola, FL 32526



UNIVERSITY OF NEBRASKA
Bachelor of Fine Arts
Graphic Design 1992 - 1997

VIRGINIA COMMONWEALTH
UNIVERSITY
National Exchange Student
Typography Focus



Adobe InDesign, Photoshop,
Illustrator, Adobe Animate,
Google Web Designer, Figma,
Premiere, After Effects, Audition,
Encoder, MS Office, and
various 3D / A.I. Applications

Desktop Publishing,
Branded Content Management,
Copywriting, SEO/SEM Consulting,
Digital Photography,
Video Editing, Website Design,
Commercial Illustration,
Logo/Brand Identity, Brochures,
Business Collateral, Signage,
and Trade Publication Ads

SHAWN Newlun

I've enjoyed over 30 years of experience inside advertising agency environments producing video, print and online solutions ranging from local to national brands. I have spent the last 20 years building on those skill sets at Cox Media as a design arm for a large share of tier 1 clients across the central and southeast regions.

Experience

Cox Media

Creative Director 2003 – 2024

I worked remotely with a team of marketing and research professionals to extend our clients' television campaigns onto digital and printed platforms.

I educated team members on topics ranging from typography to design and emerging technology - where I have earned a multiple of local and national merit awards for innovation.

- Produced creative content across video, print and online media.
- Delegated production tasks remotely across multiple regions.
- Monitored and suggested campaign improvements based on KPIs.
- Created and managed nationally branded style guidelines.
- Launched and produced a 24-hour Real Estate Channel.
- Served on the PGA Nationwide Tour marketing team promoting the Cox Classic Pro Golf Tournament.

Produced visual solutions for: Yamaha, Harrahs, Children's Hospital, Goodwill, Mannheim Steamroller, Oriental Trading Company, and Pillsbury.

Genesis Systems

Graphic Designer 2003

- Produced interface designs for cloud-based applications.
- Lead creative direction for online initiatives.
- Provided SEO rich content for website and social platforms.
- Demonstrated effective copywriting skills.
- Monitored brand consistency across all marketing channels.

Hirsch Design

Designer / Coordinator 2002 - 2003

- Coordinated Mannheim Steamroller website and print collateral.
- Mentored senior level Creative Directors in design-based software.
- Developed a proven ability to interface with clients.

