



SHARI WATERS

Freelance Digital Media Professional

info@castleconrad.com

478.299.0595

Columbia, SC 29212

SUMMARY

Digital Marketing and Media Arts specialist with 24 years experience delivering strategic communications solutions by creating, designing, developing, and marketing digital and print media.

Looking for a remote freelance opportunity that will benefit from decades of graphic design, website development, video editing, animation/motion graphics, podcast edits and digital production skills.

SKILLS

Adobe Photoshop



Adobe Illustrator



Adobe InDesign



Adobe After Effects / Premiere Pro



Website Development



SOFTWARE

Adobe Creative Cloud Suite, XHTML, HTML5, CSS3, Wordpress, Various CMS Packages PHP, MySQL, Javascript, AJAX, SEO, Google AdWords, Analytics, YouTube Studio, MSOffice, Basecamp, Trello, Asana, SEMrush, Social Media Platforms and Tools

EDUCATION

Over 1500 hours in professional development and software training.

Google Analytics for Power Users
September 2021

Hubspot Inbound Marketing
Certification
June 2018

Google Analytics Individual
Qualification
July 2018

East Georgia College, 1996
GPA: 3.0, AAS - Marketing
Management

Ogeechee Technical College, 1994
GPA: 4.0, Marketing /
Management

EXPERIENCE

Castle Conrad Media

MARKETING & CREATIVE DIRECTOR / WEB DEVELOPER

Formerly Waters Designs | Develops and implements marketing/communications strategies to effectively communicate the client's mission and business goals through awareness campaigns, events, content marketing, email marketing, storytelling, social media, and other brand visibility programs. Films and produces video content for promotional work, creates 2D animation, motion graphics and other digital content including: creating a storyline, writing a script, recruiting actors/actresses, editing the video, adding special effects, color correction, color grading, transitions and creating motion graphics to enhance the storytelling. Crafts lyric videos, video applications, podcasts, online course creation, editing travel vlogs, corporate video ads, social media videos and other animated content. Designs/develops websites, logos, business cards, brochures, fliers, post cards, thumbnail and cover artwork, newsletters and other printed & digital marketing materials for integrated branding. Expert knowledge of major CMS packages and proficient in developing custom themes and plugins. Conducts web server management, SSL certificate installation, email administration and DNS zone configuration. Analyzes web stats, provides SEO/SEM, conducts research and creates reports on social media/marketing trends based on client's specific industry. Tracks consumer behavior and creates digital strategy based on Google Ad Words and Google Analytics data.

Present
1999

South Carolina Department of Labor, Licensing and Regulation

SENIOR WEBSITE DESIGNER/DEVELOPER

Plans, develops, and maintains agency's public, intranet and extranet websites. Responsible for the design and functionality of existing and newly created agency websites. Monitors search engine and Google Analytics performance and recommends / develops content and link-based strategies to improve performance according to key strategic organizational goals. Ensures compliance with Americans with Disabilities Act (ADA) and other regulatory requirements. Coordinates and supervises the live stream of board meetings to YouTube, to include setup of audio/video equipment, produces content and provides any necessary video edits. Creates explainer videos from storyboards using royalty-free audio/imagery, original static and/or motion graphics. Designs traditional paper publications such as letterhead, signage, posters, newsletters, annual reports as needed. Designs and develops new Web pages and sub-sites to meet user needs.

Present
2021

South Carolina Department of Public Safety

DIGITAL MEDIA / WEBSITE MANAGER

Supervised the website and graphic design division of the Public Affairs Office, managing and overseeing all web design and updates, agency graphics projects, and photography including the design of the quarterly agency newsletter highlighting SCOPS employees, agency events and ceremonies. Planned and developed graphic design, social media and marketing strategies for various highway safety campaigns. Designed artwork for agency banners, fliers, website, programs, invitations and social media as well as employee recruiting materials. Created multimedia content for public service announcements, internal agency announcement videos, external promotional social videos, marketing videos, recruiting videos and other projects. Managed digital media aspect of ceremonies, events, promotions, awards, news conferences, and numerous other agency functions. Processed and prepared digital media content for use on agency social media sites, for publication in agency literature and brochures and for use on the website.

2021
2019

About.com

FREELANCE WRITER / CONTENT CREATOR

Researched retailing industry information, wrote articles on starting and operating a retail business and maintained blog (retail.about.com) for a niche web site. Used search engine optimization techniques, social media and other online marketing to promote the website and articles. Spoke at trade industry events and to community business organizations on various retailing topics. Content was republished in several trade industry newspapers, books and corporate materials.

2011
2006

PORTFOLIO

Behance.net/shariwaters



castleconrad.com
letraining.media
firesafe.sc.gov
onthisrockmedia.com

shariwaters.com
sarashousekeeping.com
exteriorsunlimited.net
echumane.org