

SHELBY KLEIN

DESIGNER & MARKETING SPECIALIST | CREATIVE TECHNOLOGIST

sklein91@gmail.com 📍 Orlando, FL

SUMMARY

Marketing professional with 11 years of experience in strategic planning, innovative design solutions and campaign execution across digital and print platforms. Skilled at crafting impactful marketing assets and digital experiences for businesses of all sizes, driving engagement, elevating brand presence, and delivering measurable results that align with organizational goals.

EXPERIENCE

Creative Manager 2017 - Present

NATIONAL ARCHERY ASSOCIATION

- Design documents, mailers, books, banners, posters, e-mails, apparel, logos, brochures, programs, magazines, and various other collateral, supporting all aspects of the company—from internal operations to grassroots initiatives, coaches, judges, sponsored athletes, local clubs and national events.
- Planned and executed national finals live stream events, ensuring alignment with sponsors, stakeholders, brand objectives, and delivering high-impact experiences for viewers.
- Coordinated and executed a collaborative marketing campaign with Marvel Entertainment, producing a 30-second advertisement featured on Marvel.com, driving engagement and expanding brand visibility.
- Designed competition jerseys for Olympic Athletes at the 2020 & 2024 Olympic Games.

Creative Technology Officer 2022 - Present

STEAM DECK HQ [🔗 steamdeckhq.com](https://steamdeckhq.com)

- Transformed an initial concept into an operational, internationally recognized brand with over 540k monthly active users and 1M monthly page views by implementing cohesive branding, engagement-focused website design, and data-driven marketing strategies.

Freelance Marketing & Design Specialist August 2013 - Present

SELF EMPLOYED

- Designed and developed marketing assets, including print materials, websites, and video content, enhancing client brand presence and achieving measurable business goals.

NOTABLE CLIENTS

School for Field Studies [🔗 fieldstudies.org](https://fieldstudies.org)

- Designed and developed new website, restructuring content & systems architecture for more efficient client-side maintenance. Increased viewership & goal conversions 20%.
- Designed 2023 & 2024 brochure, distributed to hundreds of colleges nation wide.

Workplace Solutions | Teknion Dealership [🔗 wpsolutions.com](https://wpsolutions.com)

- Revitalized online brand presence, implementing modern design principles and standards to enhance visibility and performance for the modern web.
- Supported client with presentation and marketing materials for high-profile pursuits, including video production and branding assets for corporate campaigns.

Interior Contract Services | Teknion Dealership [🔗 interiorcontractservices.com](https://interiorcontractservices.com)

- Re-established brand presence by designing and launching a modern website, resulting in measurable improvements to sales and client engagement.

Director of Creative Technology August 2013 - July 2017

NOBLE COMMUNICATIONS

- Design, web development, print, video and motion graphics for projects and clients.

NOTABLE CLIENTS

United States Tennis Association (USTA)

- App and game development, web design, booth design and implementation, and ambassadorship for USTA's membership booth presence for the 2016 U.S. Open.

EDUCATION

UNIVERSITY OF COLORADO

Boulder, CO

Bachelor of Arts

Major: Studio Art
Minor: Technology, Arts and Media

TECHNICAL SKILLS

MARKETING TOOLS

- Constant Contact
- Gsuite
- Google Analytics 4
- Google Tag Manager

DESIGN TOOLS

- Photoshop
- Illustrator
- InDesign
- Premiere
- After Effects
- Acrobat
- Audition
- Adobe XD
- Blender
- Cinema 4D

OTHER

- 3D Printing
- Microsoft Suite
- Jira
- Basecamp

AWARDS

GOLD ADDY

2012

Culturewaves

Introductory Video

Digital Advertising Video, Branded Content, More than 60 Seconds