

SHARIE SCHNELL

GRAPHIC DESIGNER

📍 910 W Overlook, Marion, IN 46952
📞 517-404-8314
✉ Sharie@MaximDesignGroup.com
🔗 www.SharieSchnell.com



Profile

Creative graphic design and marketing professional partnering with faith-based non-profit organizations to align their mission, message and visual image in identity/brand development, marketing campaigns, print publications and on the web. Skilled in building and maintaining client and vendor relations.



Graphic Design

- Design creative communications from concept to completion that support clients' brand strategies and present a unified image, from logo and identity solutions to print (illustrations, brochures, magazines, direct mail appeals, logos, advertisements, signage and tradeshow graphics) to banner ads and website design. Results-driven strategic design has earned loyal client relationships that have lasted 15+ years.
- Ability to understand an organization's DNA and express it in its visual communications. Illustrate and organize complex information so it can be understood.
- Adept at learning new technologies. Follow industry trends and best practices for print, web design and marketing.



Production Management

- Skilled at negotiation, collaboration and interpersonal communication.
- Helped set up a digital prepress department and directed a team of designers at a commercial printer gaining extensive knowledge of print production and ways to save money for clients. This technical experience ensures files are set up properly, eliminating costly prepress changes and production delays.
- Save clients money by collaborating and negotiating with printers for most efficient production, balancing cost, turn-around and processes. Cut mailing costs in half for two clients by changing the format of their newsletters to fit parameters for a lower postal rate.
- Maintain excellent vendor relationships for different types of client needs including illustration, copywriting, editing, coding and SEO, printing, list strategy and management, mailing services and customer relationship management.



Marketing

- By aligning clients' mission, message and visual image, helped several clients experience significant growth. A health sharing organization's membership increased 247% since 2006. A compassionate ministry's child sponsorships increased from less than 100 to more than 4000.
- Developed the "Results by Design Scorecard," a self-assessment tool for clients to encourage strategic thinking about their visual brand, and the "Co-Creation Guide," a collaborative process to clarify and define a client's unique branding position.
- Survey clients regarding project effectiveness and client satisfaction.



Education

1991 Bachelor of Arts, double majors in Studio Art and History, Indiana Wesleyan University



Work History

2001 – present **Principal/Creative Director**
Maxim Design Group, LLC
Battle Creek, MI

1999 – 2001 **Art Director**
Atlantic & Hastings, LLC
Salisbury, MD

1995 – 1997 **Senior Graphic Designer**
Hastings Brothers Printers
Salisbury, MD

1994 – 1999 **Freelance Designer**

1991 – 1994 **Graphic Designer & Adjunct Faculty**
Indiana Wesleyan University
Marion, IN



Selected Client List

- National Religious Broadcasters
- Christian Care Ministry/Medi-Share
- World Hope International
- The Active Word with Bob Coy
- Deeper Life Today
- Truth in Action Ministries



Proficiency

Macintosh Operating System

InDesign

Photoshop

Illustrator

Acrobat Pro

Dreamweaver

Microsoft Word

PowerPoint/Keynote

Wordpress

HTML

CSS