



Grace Shum

Senior Marketing Designer

GRACESHUM.COM

gshummers@gmail.com

SUMMARY

Innovative Senior Marketing Designer and Social Media Manager with 6+ years of experience in creating captivating visual content that drives brand awareness and engages followers, consistently.

SKILLS

Photoshop
Illustrator
Indesign
After Effects
Premiere Pro
Bridge
Airtable
Canva
Campaign Monitor
Instapage
Google Slides
Wordpress
Basic SEO knowledge

Mandarin Chinese (*semi-fluent*)
HTML/CSS (*basic*)

REFERENCES

MICHELLE WATERS
Marketing Manager
Riverhead Books
michelle.c.waters@gmail.com

CONNECT

[@gshummers](https://twitter.com/gshummers)
[linkedin.com/in/grace-shum/](https://www.linkedin.com/in/grace-shum/)

SELECTED EXPERIENCE

Senior Designer

W. W. Norton & Company

NEW YORK, NY

JUL 2023–PRESENT

- Designer on major projects, including company’s centenary celebration invitation, which went out to over 1,000 authors, key media figures, and company employees.
- Oversee design work of interns and critique third-party work, providing art direction, and ensuring brand compliance.
- Manage company’s Instagram and Threads account. Train junior employees on content posting and manage content creation and scheduling.

Designer, INTEGRATED MARKETING

W. W. Norton & Company

NEW YORK, NY

SEPT 2017–JUNE 2023

Responsible for design of front-facing marketing collateral for Norton Trade Marketing:

- Edit copy, design, and animate digital banner ads for e.g. Lithub.com, Amazon (DSP).
- Design print ads, brochures, social media graphics, email newsletter graphics, basic landing pages, convention signage, customized merchandise, and presentation deck assets.
- Animated short video ads from storyboard to final animation for authors.

Helped developed visual guidelines for company’s rebranding:

- Designed department’s e-newsletter template, social media profiles, templates for social media and ads, and other collateral to reflect new branding.

Wrote, designed, and curated brand and content marketing campaigns on social media:

- Strategized and executed innovative content marketing campaigns—most notably for AANHPI month in 2022 and 2023.

Social Media Designer

Self-employed

NEW YORK, NY

FEB 2018–PRESENT

- Designed social media graphics for clients such as Holm & O’Hara LLP and @drbatsheva on Instagram.

Social Media Manager

Eugene Chinese School

EUGENE, OR

MAR–JUN 2017

- Strategized ways to reach new clients and increase share-of-voice via content creation on Facebook; Increased page followers by 50%.

EDUCATION

Columbia

Publishing Course

NEW YORK, NY

JUN–JUL 2017

A six-week intensive course on all aspects of book, magazine, and digital media publishing.

- Designed six children’s book covers as Design Director for the week-long book workshop.
- Acted as Digital Ad Director for the week-long magazine workshop and designed the pitch deck in Google Slides.

University of Oregon, Robert D. Clark Honors College

SEPT 2012–JUN 2017

Graduated cum laude with dual degrees: Bachelor of Arts and Bachelor of Science

- Majors (3): English, Advertising, Digital Arts.
- Minors (2): Chinese, Cartoon and Comic Studies.
- Honors thesis (1): *The Evolution of the Comic Panel in Japanese Manga.*
- Member of *Phi Beta Kappa*, *Sigma Tau Delta*, and *Kappa Tau Alpha* honor societies.
- Dean’s List for 10 quarter semesters