



Contact Info



585-404-8585



fetznerdesign@gmail.com



Conesus NY



shanefetznerdesign.com

Education

Mercyhurst University

BA: Graphic Design

Minor: Marketing

GPA: 3.917

Skills

Adobe Creative Cloud:

After Effects, Premiere Pro, Photoshop, Illustrator, Xd, Dreamweaver, InDesign

Content Management Platforms:

WordPress, Wix, Divi Builder, WooCommerce, Shopify, epicPlatform, Webflow, AccuCMS, Olive Street Design.

Other Programs:

Canva, Figma, Opus Clips, Riverside, MailChimp, Microsoft Office

Abilities

Quick Learner, Consistent, Accountable, Reliable, Knowledgeable.

Shane Fetzner

Relevant Work Experience

weCreate Web Design and Marketing

Social Media Content Creator: February 2025 – Present

Duties: design and post content for all social media accounts: Youtube Shorts, Instagram, and LinkedIn

Accomplishments: Created an extensive content library, created and followed a Social Media Content Calendar, Created Additional Spontaneous Posts, Continued in assisting content creation for YouTube and client websites.

Intern: May 2024 – Dec 2024

Duties: Assisting content creation and uploading for YouTube and client websites;

Creating simple graphics, info-graphics, animated graphics; editing videos.

Innovation Entente Lab – Mercyhurst University

Junior Analyst: January 2023 – May 2023

Duties: Write reports on general marketing trends for use in client reports; Topics Included: social media, age demographics, gender demographics, socio-economic demographics;

Analyst and Graphic Designer: August 2023 – December 2023

Duties: Write Reports for clients based on what they requested from the lab.

Included: competitors analysis; how to file for patents; industry best/worst practices; B2B best/worst practices; SWOT analysis; design cover pages for reports; design PowerPoints of reports.

Graphic Designer: January 2024 – May 2024

Duties: design cover pages for reports; PowerPoints for reports; ran social media; contributed at networking events.

Freelance Work

Lyteapparel.com: March 2025

Accomplishments: Reworked and Reorganized the back-end of their Website. Used Shopify to create their storefront, and designed the layout of their Website.

Relevant Volunteer Work

St. Agnes School

Projects: 2022 Yearbook Cover, 2023 Yearbook Cover, 2023 Corn Run Mascot / Poster / T-shirt.

Joe's Custom Creations

Projects: Sticker Designs 2021. Included: creating sheets of stickers that could be printed in mass for his custom Lego sets.

Other Work Experience

Walmart:

Front End Sales Associate 2021 – Present

Duties: Performed cashier duties, provided customer service, trained and attended to Electronics as well as Lawn and Garden.

Relevant Hobbies

Creating Video Edits

TikTok: @aresedits