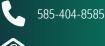


## **Contact Info**



fetznerdesign@gmail.com

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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: Febuary 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.

# **Relavent Hobbies**

Creating Video Edits TikTok: @aresedits