

# Visionary

## Creative Director

[cakeatwork.com](http://cakeatwork.com)

Najela Shamah

206-617-2168

[najela@cakeatwork.com](mailto:najela@cakeatwork.com)

### EXPERIENCE

2010 - currently

**Creative Art Director**

CAKE Creative

Project Based Freelance

2021 - 2022

**Senior Marketing Designer**

Creative Circle

Seattle, WA (Remote)

2020-2021

**Marketing and Design Director**

CONE Architecture

Seattle, WA

2017-2020

**Creative Manager**

YWCA Seattle King County

Seattle, WA

2012-2016

**Art Director, Lead Designer**

LEV Restaurant Group

Las Vegas, NV

2006-2010

**Creative Director**

Pb Elemental Architecture

Seattle, WA

### GOAL

Financial Prosperity

Position Longevity

Boutique B&B Vineyard

Healthy Sexy Body

Hosting Epic Dinner Parties

### KNOW - HOW

Design Direction

Brand Experience

Team Leadership

File Preparation

Client Engagement

Multi-channel Marketing

Photography Direction

### TECHNICAL

Adobe Creative Suite

Google Office and Suite

Google Slide Presentations

SketchUp

CAD

Figma

Canva

### EDUCATION

2023

**Email Marketing Basics**

LinkedIn Certification

2023

**Digital Marketing Certification**

Hubspot Academy

1996-2000

**Bachelor of Arts, Architecture**

Northwest College of Arts,

Poulsbo, WA

# Visionary

## Creative Director

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### 2010-Currently

#### Creative Director

Cake Creative

Project Based

#### Responsibilities

- Responsible for concept development, brand guidelines and visual design direction for multiple freelance clients for over 15 years, intermittently.
- Responsible for moodboards, presentations, and storytelling to stakeholders,
- Daily communication with cross functional teams of designers, illustrators, animators, web developers, and photographers on collaborative deliverables.
- Deliverables include spatial design, mockups, websites, event production pieces, and
- Branding, a few clients: [Mad Kanna](#), [Good Pie](#), [Reclaim NW](#), [Ayeko Farms](#)

### 2020 - 2021

#### Marketing Director

CONE Architecture

Seattle, WA

#### Responsibilities

- Strategy development and implementation for the brand guide, website content, photography process, and office renovation, and event branding,
- Produce internal communications documents, including PowerPoint presentations, newsletters and correspondence.
- Editor-in-chief of internal newsletter, producing monthly newsletter and pitch letters to media with excellent copy and writing skills.
- Responsible for management and mentoring administrative and vendor contacts.

### 2017 - 2020

#### Creative Manager

YWCA King County

Seattle,WA

#### Responsibilities

- Direct organization's visual communications and publications including brand messaging and design, copywriting, media relations, and website content.
- Oversee marketing operations of the firm, ensuring efficient execution of information across digital platforms and other communicative mediums.
- Day-to-day management of agency partners, vendors, and internal team of three
- Collaborated with multiple departments and executive staff on all new and annual campaign logistics, ie. theme, timeline, and execution.

## SKILLS

## SOFT

Creative Ownership  
Cross Functional Team  
Interpersonal Skills  
Relaxed Alertness  
Insatiable Curiosity  
Boundless Creativity

## EXPERIENCE

Event Concepts  
Tradeshow and Expo Design  
(G Creative - Las Vegas)  
Event and Branding  
Drafting and Isometric Drawing  
Business Strategy