

L SHAWN GENTRY

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Charlotte, NC 28210

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KEY SKILLS

Creative Direction
Web Development
Print Production
User Experience
User Interface
Project Management
Marketing Strategy
Brand Development
Copy writing
Documentation
Retail eCommerce
Event Marketing
Graphic Design
Photography
Commercial Production
Trade show Design

EDUCATION

B.A. English

University of North Carolina at Charlotte

HOBBIES

Mountain Biking
Bicycle Mechanic
Board Sports
Hiking & Camping
Trail Building & Maintenance
SuperDad

Creative, highly-involved executive with over 20 years of experience building outstanding products by: directing multi-disciplinary creative teams, developing strategic marketing initiatives, creating memorable brands, and delivering dynamic messaging. Proponent of customer-centric, solutions-based methodologies with a high aptitude for new technologies and navigating corporate structure.

EXPERIENCE

Founder / Director CLTMTB, Charlotte, NC 2018 – Present

- Creator of Charlotte's first mountain biking Summer Camp for riders 8 - 14 years old, CLTMTB Camp is now entering it's 6 year of operation. There were over 500 attendees in the first 5 years of Camps, many of whom are regulars on the podium at local and regional MTB races.
- Charlotte's Biggest Junior Dev team for Mountain Bikers, ages 8 - 18
- Apparel Design and Production of XC and DH Race Kits, Socks, Hats and other Casual Wear including Hoodies, TShirts and more.
- PMBIA-Certified Skills Instructor working towards Level 3 certification, which will make me the only PMBIA L3 Instructor in the Charlotte area.
- Brand Development, Website Design, and more for this highly-successful startup that has worked with 721 local mountain bikers in the first 5 years.
- *Volunteer* - Tarheel Trailblazers Trail Coordinator, Park Road Park and BYT
- *Volunteer* - Head Coach / Team Dir. Myers Park Thoroughbreds Composite NICA (National Interscholastic Cycling Association) Team
- Volunteer - Assistant to Race Director, NCICL (North Carolina Interscholastic cycling League)

Creative Director / Consultant Watusi Creative, Charlotte, NC 2011 – Present

- Providing world-class creative solutions for Marketing, Branding, and Product Development challenges for a wide variety of corporate clients
- Marketing Consultant for Cardinal Bag Co. on retainer for over 6 years. Website Design and Development with integrated Shopify store, Social Media Marketing, Email Marketing, Product Photography
- More than doubled the size of CYCL, Charlotte Youth Cycling League league with Brand Development, Website Design and Development with online event registration, Social Media Marketing

In Los Angeles, working on long-term contract with a direct-to-consumer retailer, manufacturer, and distributor:

- Successfully designed and launched many new retail product lines
- Successfully executed marketing initiatives, and strategic partnerships
- Project manager for the design and development of retail website featuring over 2,000 products on the Magento eCommerce platform
- Product Owner for celebrity-endorsed signature lines of retail products from conception through execution
- Project Manager for all: tradeshow appearances, sponsorships, email marketing, print advertising, copy writing, and content development
- User Interface Design for new Web applications, Website Design for Wholesale/B2B websites, Website Design for a consumer eCommerce site for a company with over 4,000 products sold online, as well as Graphic Design, Identity, and Packaging for new brands and products.

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TOOLS

Design

Adobe Creative Suite: Photoshop, Illustrator, Acrobat Pro, InDesign, Premiere

Development

HTML, CSS, Javascript, Wordpress, SquareSpace, Magento, Shopify

Project Management

JIRA, Pivotal Tracker, GitHub, BaseCamp, Slack, Asana, MS Project

Communications

MS Word, Powerpoint, Excel, SharePoint, & Project

Webmaster

Google Search Console, Ads, & Analytics

Aptitude

Highly capable of learning new software, work processes, reporting structure, and new technologies

EXPERIENCE *Continued*

EVP, Creative Director Intermark Brands, Charlotte, NC **2004 - 2011**

- Increased revenue from \$40 million to over \$100 million during my tenure as a Key Member of the Senior Marketing Team
- Served as Creative lead for all new retail products from conception to launch, notably Blu Electronic Cigarettes - blucigs.com
- Product Manager for Blucigs.com eCommerce which exceeded \$50k/day in sales in two month and 2 years later sold to Lorillard for \$135 million
- Product Manager for all retail product design, packaging design, Marketing, and advertising for Blu Electronic Cigarettes
- Developed and mentored a 30+ member creative department
- Collaborated with multiple work teams across the enterprise of over 270 employees in Charlotte, New York, Panama, San Francisco and Sydney.
- Developed and maintained all associated budgets, performance reviews, and reporting for all creative projects

Consultant / Creative Director Bank of America, Charlotte, NC **2001 - 2004**

- Product manage multimedia presentations for a variety of internal sales and marketing customers
- Product Owner for interactive software demos and training platforms
- Product manage production of commercials for trading and money management applications
- Provide website design and development, advertising, branding and other marketing and communications materials for a variety of companies

Creative Director Blackbird Holdings, Inc, Charlotte, NC **2000 - 2001**

- User interface design for the first online derivatives-trading platform
- Owned the Creative for all Marketing
- Product Manager for corporate intranet design and development
- Product Manager for website design and development
- Sales presentations, marketing materials, and recruiting materials

Senior Designer LendingTree, Charlotte, NC **1999 - 2000**

- Designed graphics including Lending Tree's initial online advertising campaign as well as design of many pages of the LendingTree.com website
- Website design and development for affiliate lenders; worked closely with Development, Sales, and Marketing staff to achieve goals of acquiring new business and producing revenue
- Product Manager/Owner for Creative services intranet saving the company over \$100k/year

Designer/Developer Ingersoll Rand, Mooreseville, NC **1997 - 1999**

- Designed and developed of one of the country's largest intranets;
- Worked closely with Sales staff to create the Virtual Sales Office - a revolutionary online sales tool including a complete index of all products manufactured by the Air Compressor Group
- Trained Sales Staff