

# SHELLEY OVERTON

 Orlando, Florida |  407-720-0228 |  [so@dottedsky.com](mailto:so@dottedsky.com) |  [www.dottedsky.com](http://www.dottedsky.com)

## Professional Summary

Creative Communications & Design professional with 20+ years of experience in **graphic design, media production, branding, and marketing**. Skilled in Adobe Creative Suite, web design, digital marketing, and multi-media production. Proven ability to manage client projects end-to-end, from concept to delivery, with expertise in brand strategy, visual storytelling, and content development.

## Core Skills

- Graphic Design & Branding (Logos, Print, Web, Packaging)
- Adobe Creative Suite, Wordpress, QuarkXpress, Pixlr, Acorn, Graphic, Krita, Affinity CS
- Video Editing, Podcast & Audio Editing, Print Editing
- Digital Marketing & SEO Strategy
- Social Media Content & YouTube Management
- Project Management & Client Relations

## Professional Experience

**Owner / Graphic Designer** – *Dotted Sky, Orlando, FL*  
*Feb 2006 – Present*

- Founded and manage a design/media company serving small businesses and creatives.
- Deliver branding, logo design, website development (Wordpress), and SEO optimization.
- Create print & digital assets: book covers, CD packages, marketing collateral, social media banners, signage.
- Produce/edit video, audio, and multimedia content for online platforms.

**Owner** – *Orlando Murals, Orlando, FL*  
2003 – 2010

- Designed and executed murals, faux finishes, and trompe l’oeil effects for residential and commercial spaces.

**Prepress Graphic Designer** – *Denver Rocky Mountain News, Denver, CO*

- Designed and proofed print ads, coordinated with editors for final layouts.

**Marketing Coordinator** – *Twins® Magazine / The Business Word, Denver, CO*

- Created and managed a new role supporting niche magazine marketing and advertising.
- Maintained reader database and coordinated ad placement.

**Marketing Coordinator** – *Ernst & Young LLP, Denver, CO*

- Coordinated Entrepreneur of the Year program, managing logistics, press, and event coordination.

## **Additional Experience**

- **Tour Manager** – Father Ray Kelly U.S. Concert Tours (2022, 2023)
- **Art Instructor** – Michaels Stores, Orlando, FL (3 yrs) & private homeschool classes
- **Merchandising** – Apollo Merchandising, Ulta & Publix (1 yr)
- **Shopper/Delivery** – Shipt, Orlando, FL (5 yrs)

## **Education**

**B.A. Communications** – University of Colorado, Denver, CO

**A.S. Graphic Design** – Tampa Technical Institute, Tampa, FL

## **Selected Projects**

- Tour Management – Father Ray Kelly Concert Tours (2022, 2023)
- Larry Coryell CD Package Design (Random Act Records, 2014)
- Larry Coryell Logo & Photography (2016 CD Release)