



Shawn Tooley

PRINT & WEB DESIGNER • 2015 RESUME

personal info

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education

Potsdam, NY • 2009

COURSE COMPLETION — CLARKSON UNIVERSITY

Potsdam, NY 2009 • My Small Business 101 and 102 classes were established for entrepreneurs. I successfully completed these classes when creating North Country Design under the direction of Marc Compeau.

Developed and taught by Marc Compeau, a successful entrepreneur and Director of Innovation and Entrepreneurship at the Clarkson University School of Business, My Small Business 101 provides an innovative, cost-free way for small business owners to learn critical elements of business operation.

Morrisville, NY • 1994–1997

ASSOCIATES DEGREE — UNIVERSITY OF NEW YORK

Morrisville, NY 1996-1999 • Communications was the major that I selected for college credit - but I feel I learned more outside the classroom than inside. Excelling in advertising, marketing and public relations for both Department of Residence Life & Student Government as Campus Activities Chairperson.

Ogdensburg, NY • 1988- 1994

NON-REGENTS DIPLOMA — OGDENSBURG FREE ACADEMY

Ogdensburg, NY 1988-1994 • Ogdensburg Free Academy is a high school dedicated to focused attention on it's students. With a focus in Creative Writing, Jazz Rock and Theater - I graduated with an 85 average.

work experience

Throughout my post-college career I have always looked for positions that allowed me to be creative and continue learning the best practices in advertising & marketing. With over 15 years of print and web design experience under my belt, I have a strong foundation to which continue bringing creative designs to my small business clients.

CLIENT: KINNEY DRUGS

While working with a company called Vision Press I took on a client called Kinney Drugs. Kinney Drugs is a retail drug store chain in Upstate New York and Vermont with 88 stores. As Creative Director and Project Manager I was tasked with producing 32 sales circular every year and overseeing the printing and distribution of 750,000 copies. This was, by far, one of the most challenging positions that I held before I went into business for myself.



Project • Kinney Drugs

NORTH COUNTRY DESIGN

North Country Design was created in 2009 when the economy forced thousands of people out of business in New York State. I started this company with one specific focus - helping as many new small business owners establish successful advertising and marketing campaigns in print and web at affordable prices.

With over 200 customers served in the last 3 years, I believe that this business has been a success.

The focus for North Country Design now is to expand in new, exciting directions. Technology changes quickly and the new frontier for my small business owners is going to be getting their small business ads moved to tablets and smartphones.



Project • North Country Design

THE UPS STORE - OGDENSBURG

I was approached by Michael Lira, owner of The UPS Store in October of 2010. Michael was opening a new store and needed a graphic designer that could implement a wide-format printing service and build this side of the business from the ground up.

By March of 2011 The UPS Store was offering wide-format printing, new graphic design options, as well as booklets and marketing materials.

We are now looking at developing ways for The UPS Store to increase it's bottom line by selling advertising space on it's website and in-store on it's register tape.



Project • The UPS Store, Ogdensburg

CRAIGSLIST25.COM

One challenge that small business owners face is finding and securing new business. In September of 2011 I started developing a way for my parent company (North Country Design) to increase lead generation ten-fold.

Craigslist25.com was developed as a niche graphic design service that allows small business owners the ability to get single page flyers designed at a very inexpensive price.

The website was created, the SEO work is ongoing and the Google AdWords campaign runs like wildfire.

As a result of implementing successful advertising & marketing programs - I speak to at least 20 new clients every month who are interested in my design services.

A screenshot of the Craigslist25.com website. The top navigation bar is orange with white text for 'Home', 'What's Included?', 'Ad Gallery', 'Our Services', 'C25 Blog', and 'Order Now!'. A green 'craigslist 25' logo is on the left. Below the navigation is a 'Current News Feed' section with a date 'July 1st' and a paragraph of text. The main content area features a 'Craigslist Ad Design' section with a sub-headline 'We Design Craigslist Image Ads for \$25!' and a call to action 'Call (315) 307-3359 Today and Speak To Shawn'. To the right of this is a 'CLICK TO SEND SHAWN A QUESTION / COMMENT' button. Below the main text is a 'BEST PRICE GUARANTEE' badge and a paragraph of text. On the far right, under the heading 'WHY CHOOSE CRAIGSLIST25?', there is a list of five bullet points: 'USA-based!', 'No hidden fees!', 'Live Phone Support!', 'Craigslist Ads - \$25', and 'Fast response time!'. A green '05' page number is in the bottom right corner.

Project • Craigslist25.com

references

MICHAEL LIRA • THE UPS STORE, OGDENSBURG

October 2010 - Present • Michael and I have worked together to establish an art print & reproduction service as well as graphic design services at his store in Ogdensburg, NY. Michael can attest to my attention to detail, punctuality and strong work ethic.

Contact: Michael Lira
2981 Ford St. Extension
Ogdensburg, NY 13669
Phone: (315) 393-1188

CLAY DENESHA • STONECOM (VISION PRESS)

March 2001 - March 2009 • While working for Stonecom (Vision Press, LLC) Clay and I were the two people primarily responsible for the Kinney Drugs account. While Clay served as General Manager, I served as Production Manager and Creative Director of the publications that we produced. Clay can speak on my dedication to project fulfillment, my ability to multi-task and my knowledge of print and web design.

Contact: Clay Denesha
4327 US Highway 11
Dekalb Junction, New York
Phone: (315) 347-2125

"Shawn is a very resourceful designer and marketer with his North Country Design business. He is always on the lookout for cost-effective marketing opportunities and himself and his customers. Shawn is a capable – and fast – designer. He's always been able to assist me whenever I have needed help and done a great job. Plus I know Shawn works hard to add to his skill set and to bring like-minded professionals together to share information and help grow their businesses." May 3, 2012

- Mark Holberg

"Shawn provided an excellent product, creatively crafted for a more than reasonable price in a very quick turnaround time. He was prompt, professional, knowledgeable about his industry, and provided a couple different layouts of what our finished brochure would look like before we decided on the finished product. I would highly recommend Shawn Tooley and North Country Designs for all your printing needs."

Top qualities: Great Results, Good Value, Creative

- Kimberly DesChamp

"Shawn is a professional dedicated to providing his clients the best service at a fair price. He is both creative and motivated, and uses these traits to assist his clients in unique ways." June 7, 2012

- Michelle Collins

"Shawn is a detail-oriented, creative web designer who provided guidance in all areas, especially search engine optimization. He works collaboratively and diligently, has great ideas, and has been a pleasure to consult with and get to know - and someone I would gladly recommend." October 25, 2011


Top qualities: Great Results, Personable, Creative

- Eva Usadi

"I would recommend Shawn to anyone. His knowledge of Web Design is very good. He designed a new website for me and it is very professional and exactly what others were not able to provide for me. Shawn has also gone above and beyond with other ideas to help me grow my business. I am very satisfied with Shawn Tooley. Julie Ablan-Woodrow President Ablan's Business Center, Inc." July 7, 2011

Top qualities: Personable, Expert, Creative

- Julie Ablan-Woodrow

 "The great aim of education is not knowledge but action."
—Herbert Spencer (1820–1903)