



Tanya Show

CREATIVE NIMBUS

CONTACT

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ABOUT

Hello! I have a great love for design and excel in finding creative solutions and working well with others. My vast expertise and innovative mindset allow me to create excellent work that meets the highest expectations.

I have more than ten years of experience in the design industry, having worked in-house, as a freelancer, and on personal projects. My expertise spans multiple skills, including Print, Digital, and Web Design, Branding, Social Media Management, Storytelling, Content Creation, Photography & Video, Photography & Video Editing, Email Campaigns, Google Business Profiles, Event Planning, and Fundraising. I have expertise in various fields, such as Office Administration & Human Resources, Bookkeeping, Sales, and Inventory Management. My knowledge and skills are extensive.

DESIGN

Logo & Branding
Print & Digital Design
Environmental Graphics
Infographics
Illustration
Packaging
Layout

SPECIALTY

Social Media
Photography & Editing
Video, Editing & Production
Content Creation
Storytelling
Radio Advertising

GENERAL

Fundraising
Event Planning
Event Management
Sales
Customer Service
Vendor Relations
Client Relations
Project Leadership
Media & Public Relations
Meeting Facilitation
Problem Resolution
Process Improvement

BOOKKEEPING

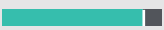
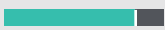



Accounts Receivable
Accounts Payable
Billing & Collections
Budget Creation

HR

Payroll & Benefits
Update Policies
Employee Records
Staff Trainings
Recruitment
On & Off boarding







DESIGN

Indesign  Illustrator 
Photoshop  Premiere 
Quark 





WEB DEVELOPMENT

WordPress  Drupal 8 
Wix  Squarespace 



EMAIL & TEXT

Thankview  MailChimp 
Constant Contact  Square Up 



TV & APP SYSTEM

Reach Media Network 








BOOKKEEPING & INVENTORY

Quickbooks  Square Up 
Daxko Accounting 



APPLICATIONS

Microsoft Office  Google Suite 
Daxko Operations  Daxko Engage 
Dropbox 

EXPERIENCE

Office Administrator, JAB IT, LLC

(October 2022-Present)

As the Office Administrator, I oversee daily operations and drive the company's growth. I efficiently manage appointments, inventory, HR, and bookkeeping duties, as well as handle correspondence and coordinate logistics for guests and vendors. My expertise in developing and executing a marketing strategy ensures consistent branding across all platforms and design-related materials. Lastly, I deliver public relations messaging that accurately represents the company's values and goals with confidence and precision.

Office Manager, Smoky Hill Vineyards & Winery

(March 2021-October 2022)

As an accomplished Office Manager, I handle all aspects of scheduling, inventory management, human resources, finance, communication, and vendor logistics. My keen attention to detail and extensive experience with marketing strategies ensure consistent branding across all platforms and materials. I confidently deliver public relations messaging that accurately reflects the company's values and goals, leaving a lasting impression on all who receive it.

Marketing Director, Salina Family YMCA

(September 2016-February 2021)

As part of my job, I aimed to raise awareness of the YMCA's mission and accomplishments within our communities. To accomplish this, I developed effective marketing and communication plans for internal and external audiences, ensuring our brand remained strong.

To achieve this, I designed various materials, such as digital and print designs, photos, and videos. Additionally, I developed a new website and mobile app, managed our social media accounts, and implemented a visual TV system at our facility. My ultimate objective was to deliver a top-notch experience for everyone involved.

Graphic Designer, Pronto Print

(October 2013-September 2016)

Throughout my role, I confidently managed all design assets for our clients, from campaign and project management to creating innovative concepts, designing and proofing materials, and overseeing the development. Additionally, I established strong and effective collaborations with external vendors to ensure the seamless execution of all projects.

Freelance Designer, Salina Area Technical College

(September 2012-May 2013)

As a freelance graphic designer contracted by the Grants and Planning Department at Salina Area Technical College, I am accountable for designing eye-catching advertisements for different events. I manage print and digital designs, ensuring they meet high-quality standards. Additionally, I collaborate with vendors to ensure we meet all deadlines and deliver top-notch marketing materials.



VOLUNTEERING

YMCA Collective Marketing Initiative

YMCA of the USA (National Resource Office)

August 2019 - February 2021

I was chosen to represent small and mid-sized YMCA organizations. As part of a committee, our goal was to develop a brand advertising campaign that spans across various mediums such as TV, traditional digital, and social media. Moreover, our team will lead the digital transformation initiatives to enhance customer experience on all YMCA platforms.

Commissioner

Salina Arts and Humanities Commission

August 2019 - February 2021

As Commissioner, we aim to utilize cultural resources to promote development and offer various programs and services to agencies, artists, educational institutions, and communities. We strive to enhance awareness and progress through new and existing initiatives, including events like the River Festival. Furthermore, we make appointment recommendations to the City Commission. This is a Mayor appointed position.

Graphic Design Advisor

Salina Area Technical College

August 2012 - May 2015

As part of the advisory board, our primary objective is to remain up-to-date with the most recent developments in the field and the community. Our team comprises of seasoned industry professionals who collaborate closely with the faculty and staff to guarantee that the graphic design program at Salina Area Technical College attains the highest standards of excellence.



REFERENCES

Nicki Ebert, Owner

Smoky Hill Vineyards & Winery

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E nebert@smokyhillwinery.com

Kathy Nelson, Coworker

Salina Family YMCA

P 785.404.4033

E knelson@salinaymca.org

Melinda Briscoe, Personal Reference

P 785.312.1310



EDUCATION

2012 Associates Degree, Salina Area Technical College



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February 2021

To Whom It May Concern:

My name is Angie Lassley, and I am writing to share my experience in working with Tanya Show. Tanya has worked for me for approximately five years as our Marketing Coordinator and then was promoted to Marketing Director. Unfortunately, with changes in our strategic plan and to help with the financial stability of our YMCA, her position was recently eliminated.

As Marketing Director, Tanya worked with vendors, served as our YMCA brand advocate (with very strict national branding guidelines), created flyers, publications, radio spots and organized events. She is motivated and willing to take on new projects as needed and commits the time needed to execute her projects. Tanya was chosen to serve on a national Y-USA committee representing small and mid-size Y's and provided graphic design leadership to that committee.

Thank you for considering Tanya for your position.

Please do not hesitate to contact me if you have any questions or if I can be of further assistance. I can be reached at (785) 404-4064 or at alassley@salinaymca.org.

Sincerely,

Angie Lassley
President/CEO
Salina Family YMCA