

# SHELLY GORA

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[ShellyGora.com](http://ShellyGora.com) | [EvilTwinDesigns.com](http://EvilTwinDesigns.com) | [LinkedIn](#)

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## SUMMARY

Highly skilled and creative web and graphic designer, with over 15 years of experience in delivering engaging and visually stunning digital solutions. I have a proven ability to understand clients' requirements and translate them into captivating visual designs that align with their brand identity and business objectives. I am proficient in front-end web development, user interface design, and user experience design, utilizing various tools and technologies to create dynamic and interactive websites that provide seamless user experiences. I am passionate about leveraging my expertise to create innovative and user-centric designs, and I am committed to achieving excellence in every project I undertake.

Also as a Sr. Business Manager at AT&T, I have over 25 years of experience in managing the financials of a portfolio of projects, working with clients and corporate finance to align business cases, budget, and prioritization. I have successfully implemented processes to ensure budgetary health, reporting, and detailed reviews of each portfolio project, ranging between \$5M-\$250M in annual capital and expense budgets.

## SKILLS

- Adobe Creative Cloud Suite
- Graphic Design
- IT Portfolio & Program Management
- Business Process Improvement
- Project Management
- UX Foundations / Design Thinking
- Print & Web Collateral
- Marketing & Advertisement
- Social Media Management
- Brand Identity

## EXPERIENCE

### EVIL TWIN DESIGNS LLC

2009 – PRESENT

#### Web & Graphic Designer

- Proven ability to understand clients' requirements and translate them into captivating visual solutions that align with their brand identity and business objectives.
- Demonstrates exceptional abilities in teamwork and communication, skilled at partnering with diverse cross-functional teams and stakeholders to accomplish project objectives and ensure client contentment.
- Proficient in front-end web development, utilizing HTML/CSS, JavaScript, and WordPress to create dynamic and interactive websites that provide seamless user experiences.
- Demonstrated expertise in user interface (UI) and user experience (UX) design, ensuring intuitive navigation, seamless functionality, and exceptional user journeys.
- Skilled in using industry-leading design software, including Adobe Creative Suite (Photoshop, Illustrator, InDesign), and staying up to date with emerging design tools and trends.
- Strong understanding of branding and brand identity, with the ability to translate brand guidelines into cohesive and visually appealing designs that align with clients' business objectives.

#### AT&T

1997 - CURRENT

#### Principal Business Manager

04/2020 to Present

- CPMO (Client Portfolio Management Organization) manager in Corporate Finance. Responsible for managing the financials across a Portfolio of Projects, working with Clients and Corporate Finance to align Business Cases, Budget and Prioritization. Provide end-to-end project financial tracking and management from ideation to implementation.
- Managed annual Capital & Expense budgets ranging between \$5M-\$250M.
- Proven track record of success in expertly handling and monitoring \$130M in expenses by establishing clear budget guidelines for each expense category, such as marketing, operations, and travel.
- Examined new projects by clearly outlining the objectives, deliverables, and timeline and conducting a cost-benefit analysis.
- Effective cross functional communicator and skilled collaborator.

- Business Operations Analyst** 04/2010 to 2020
- Support multiple business units as Front Door Coordinator interfacing with various roles across multiple work groups. Examples of interface roles include Client PMs, Client Sponsors, Sales Ops SMEs, Sales Ops Leadership including senior officers.
  - Collaborated with IT teams to integrate technology solutions and automation tools into established workflows, enhancing operational efficiency and precision.

- Project Manager/ Methods & Procedure** 07/2005 to 2010
- Subject Matter Expert in various process improvement and implementation boards.
  - Communicate clear and concise methods and procedures that assist inbound call center sales representatives when handling residential customer contacts.
  - Established a centralized repository or knowledge base for all methods and procedures, ensuring easy access and version control for all employees.

- Fraud Training Manager** 04/2001 to 2005
- Instrumental in training approximately 50 employees in the Chicago and Elgin Fraud Centers.
  - Established cross-departmental SOPs for consistency, enhancing efficiency, minimizing errors, and boosting productivity.
  - Identified and evaluated performance against process requirements and aligned improvement to performance shortfalls.

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## EDUCATION AND TRAINING

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**Associate of Applied Science: Web Design & Development** 2014

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## VOLUNTEER WORK

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**Presidents Volunteer Service Award** 2017, 2018, 2019, 2020, 2021, 2022

- Ability (AT&T Employee Resource Group) Chief Marketing Officer** 2019 - Current
- Utilized industry best practices and the latest web design trends to create a modern, responsive, and user-friendly website that is accessible across different devices.
  - Spearheaded social media management efforts, implementing data-driven strategies and content calendars resulting in a 50% growth in online followers and significantly higher engagement rates.

- Joliet Junior Women's Club** 2019 - Current
- Collaborated with the Organization to better understand their specific needs and goals, translating them into a custom website that aligned with their missions.
  - Coordinated marketing campaigns, leveraging digital and traditional channels to promote events and initiatives, resulting in a 25% rise in event attendance and wider community participation.

- ICAE (Inter-Tribal Council of AT&T Employees) Creative Marketing Expert** 2019 - Current  
AT&T Employee Resource Group
- Collaborated with the non-profit organization's team to understand their specific needs and goals, ensuring the website design aligned with their mission and objectives.
  - Developed a user-friendly and visually appealing website layout, optimizing the overall user experience and increasing engagement with the organization's content.

- March of Dimes (Joliet IL Chapter)** 2015 - 2018
- Led marketing initiatives and strategic planning for a non-profit organization, driving increased awareness and engagement through targeted campaigns, resulting in a 30% boost in donor contributions.
  - Collaborated with cross-functional teams to develop and execute impactful fundraising events, raising over \$250,000 to support critical programs and initiatives for the community.