



# MICHAEL R. SHUEMAKER II

GRAPHIC DESIGNER  
BRANDING SPECIALIST  
SOCIAL MEDIA SPECIALIST  
VIDEOGRAPHER  
WEB DESIGNER  
PHOTOGRAPHER  
SCREEN PRINTER  
ARTIST

## CONTACT

MICHAEL SHUEMAKER  
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Knoxville, TN 37938

## SPECIALTIES

Proficient in Adobe Illustrator, Photoshop, Webflow, & Final Cut Pro X. All things Apple, Canon 7D photography/videography, and all social media platforms. Experience in Motion 5, InDesign, WordPress, DreamWeaver, Fireworks, Adobe Acrobat Pro, Numbers, Keynote, iMovie, & GarageBand. Worked in Word, Excel, Flash, & others. Fluent in audio production, live audio mixing & recording. HP Latex 330 wide-format print operation.





## CAREER

2013-Current

**DIRECTOR OF MARKETING/BRAND MANAGEMENT/  
GRAPHIC DESIGN/PHOTOGRAPHY/VIDEOGRAPHY**

**Prestige Cleaners - Prestige Tuxedo**

Responsible for in-store branding through graphic design & POS materials for ten retail locations. Design vehicle graphics and concepts. Maintain and update all in-house signage and designs. Produce print collateral for all customer service related needs and route services. Serve as social media director. Created/update full HTML redesign for Cleaners website.

Developed all-new branding and corporate identity for wholesale and retail tuxedo business: Prestige Tuxedo. Served as art and photography director for 2014 and 2015 wholesale catalog design servicing 350+ customers covering 17 states. **(Project awarded 2014 American Graphic Design Award from Graphic Design USA)**

Both projects included selecting models from a national agency, choosing photographer and directing photo shoot, editing of all photography, design of 100 page catalog, and selected/directed 4/c process printing and final distribution to wholesale customers.

Design all branding materials, signage and print collateral for 5 retail tuxedo locations in Knoxville and Jackson, TN. Design and create branding materials, logos, websites and print materials for all wholesale customers as needed.

Operate tuxedo social media platforms.

Designed, created and implemented 98 page website for Prestige Tuxedo including full mobile versions. Operated SEO and PPC campaigns and organic optimization. (prestigetuxedo.com)



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2014-Current

**Videographer/Social Media/Graphic Designer  
HonorAir Knoxville (*Volunteer Position*)**

Joined HonorAir Knoxville team in 2014 as flight videographer. Position requires attending all flights to Washington, DC and creating a full-length video/DVD for veterans and escorts of the day's events. Design, layout, and production of 100 page photobook for all veterans and escorts of each flight. Operate social media outlets and design/update website for HonorAir.

2010-2013

**MARKETING DIRECTOR/GRAPHIC DESIGNER/  
PHOTOGRAPHY/VIDEOGRAPHY  
George Creek Construction**

Joined team as Marketing Director & graphic designer & developed branding from the ground up as to establish a marketable brand & company. Created full website, social media platform, expanded brand with vehicle wraps, online marketing & advertising to push multi-year 300% growth. Created full-length videos, commercials, & radio ad campaigns. Created & managed online lead generation, created & monitored website SEO, & worked with company's clients to produce a final product and satisfaction level reaching beyond the construction process through media.

2009-2010

**GRAPHIC DESIGNER/SOCIAL MEDIA DIRECTOR/  
PHOTOGRAPHER  
Trendsetters Media Group**



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Worked as graphic & web designer creating branded graphics, branding packages, websites, & print media. Served as Social Media Director for in-house social media division to design & implement a social networking presence for local businesses. Served as director of photography for annual magazine publication for Blount County Chamber of Commerce. Awarded Addy Award for website overall design. (camptrailsend.com)

2006-2009

**SELF-EMPLOYED**

**StingRay Signs and Graphics**

Maintained a business offering graphic design services including logo creation, branding, social media presence, screen printing services, vinyl graphics and application, & web design. Worked closely with local businesses providing these services, while also selling said services online across America via website, Etsy, etc.

1997-2006

**GRAPHIC DESIGNER/PRESSMAN**

**Chroma Graphics, Inc.**

Began working as an in-Line press operator. Shift Manager and print lead for production. Advanced to Chroma art department as a graphic designer working closely with major national brands. Met & exceeded strict design & trademark standards while creating new printed products for companies including Disney, Harley Davidson, Chevrolet, Ford, and Dodge, as well as, created in-house print products for sale in major national chain stores in the United States, Canada, and Mexico.





## **EDUCATION**

HIGH SCHOOL  
Halls High School - Knoxville, TN

COLLEGE  
Pellissippi State - Communications Graphics Technology

## **AWARDS/RECOGNITION**

**2014 Addy Award (Team Award)**  
Overall Web Design: [camptrailsend.com](http://camptrailsend.com)

**2014 American Graphic Design Award**  
Graphic Design USA

**2014 American Packaging Design Award**  
Graphic Design USA

**Best Of Show**  
Pointillism Drawing - 6 June 1944  
2016 - Knoxville Arts and Culture Alliance

## **INTERACT**

FACEBOOK  
[facebook.com/shuemaker](https://facebook.com/shuemaker)

TWITTER  
[twitter.com/thehiddenmike](https://twitter.com/thehiddenmike)

INSTAGRAM  
[@thehiddenmike](https://www.instagram.com/thehiddenmike)

VIMEO  
[vimeo.com/thehiddenmike](https://vimeo.com/thehiddenmike)





## REFERENCES

Travis Powell  
865.254.9389  
Former Employer - George Creek Construction

Ron Morton  
865.216.1474  
Former Employer - Trendsetters Media Group

Mark Medley  
865.406.4487  
Pastor - Trinity Chapel - Knoxville, TN

