

Eliza Xiao Yuan Shepherd

I take joy in uniting the practical with the playful while crafting experiences and products that are both memorable and accessible. I have 3+ years of experience in marketing, publishing, and design. Currently working remotely for Carbon Box Media, while living in Greenville, SC.

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Relevant Experience

Carbon Box Media

Greenville, SC

Creative Strategy Lead

April 2024- Present

- Shaped and led creative direction for a diverse set of brands' (healthcare, toys, fashion, homegoods, pet, tech, finance, outdoor, and more) advertising campaigns from ideation to publishing.
- Lead a distributed team of video editors, copywriters, influencers, graphic designers, and actors in the production of advertising materials, by implementing a unified process for ideation, recording, editing, organization, quality control, performance tracking, media buying, iteration, and brand approval to ensure optimal campaign performance across Meta and Google platforms.
- Improved client retention and satisfaction by leading targeted company wide changes in production and QA processes with information gained through the adoption of proper root cause analysis methods.

Tools Used: Asana, Meta Ads Manager, Google Ads Manager, Motion App, Canva, Google Workspace, ForePlay Ads, Slack, Influeer, Fiverr, Adobe Premiere, CapCut, Figma, Diagrams.net

ApexDrop

Greenville, SC

Campaign Developer

June 2022-April 2024

- Operated as creative lead on campaigns by shaping identity, mood, and complementary integration/ collaboration throughout the campaign lifecycle.
- Created accessible graphics in the form of charts, posters, templates, and photos to instruct on procedure, highlight key features, and guide authentic participation.
- Managed 10+ different campaigns spread across 600+ influencers at one time.
- Used data analysis tools to ensure targeted demographics, product, and timeframe achieved the customers desired outcome in industries as diverse as: consumables, outdoor, appliances, education, tech, beauty, toys, and more.

Tools Used: IQ Data, Asana, HubSpot, Canva, Google Workspace, Slack, Sakari, UnBounce

Otterpine LLC

Greenville, SC

Production Manager and Editor

November 2020- May 2022

- Collaborated with editors, ghost writers, illustrators, designers, and suppliers to craft a strong brand identity across authors' book(s), websites, social media, packaging, and print media; including: color, typography, illustration, print design and production.

Tools Used: ProofHub, ShipStation, Google Workplace, Figma, Adobe Acrobat, Global Post, Canva, Instagram, Pinterest, Facebook

US Forest Service

Asheville, NC

Marketing and Design Internship

January 2021- May 2021

- Created a new segment within the US Forest Service's (USFS) to distribute The Forestland (newsletter) that resolved critical gaps in communication between USFS employees, volunteers, and guests.

Tools Used: ProCreate, Canva, Google Workspace, Facebook, Instagram.

Education

University of North Carolina

August 2019– May 2022

Bachelors of Arts in English, with Distinction

Durham Technical Community College

August 2015 – December 2018

Associates in Fine Arts

Parsons School of Design

June 2013 – August 2013

Summer Intensive Studies in Interior Design