

# SHELDON GLISSON

SENIOR SOCIAL MEDIA DESIGNER | GRAPHIC DESIGNER

📞 803-606-3202

✉️ [sglissongraphics@gmail.com](mailto:sglissongraphics@gmail.com)

📍 Raleigh, NC

🌐 [www.GlissonGraphics.com/SheldonGlisson](http://www.GlissonGraphics.com/SheldonGlisson)

Creative and results-driven designer with 5+ years of experience crafting impactful visuals across digital, print, and social media. Skilled in branding, motion graphics, and campaign design, with a proven ability to translate complex business goals into visually compelling content that drives awareness and growth. Experienced collaborating cross-functionally with marketing, content, and social teams to deliver consistent, high-performing creative assets. Adept at leading visual direction, mentoring other designers, and incorporating AI-enhanced design tools to push creative boundaries. Brings a balance of strategic thinking, hands-on execution, and passion for storytelling that elevates brand identity and audience engagement.

## EXPERIENCE

### Senior Social Media Designer

Relias | Morrisville, NC  
April 2022 - November 2025

- Designed and executed social media content for marketing campaigns across multiple B2C brands, delivering static and motion graphics for organic and paid social, display ads, email visuals, and branded assets such as logos, merchandise, and packaging
- Collaborated on marketing initiatives with brands like Virgin Voyages, AT&T, and the American Red Cross, producing high-impact visuals that drive engagement
- Contributed to a 637% increase in website traffic, 71% boost in CTR, 55% reduction in CPC, and 76% growth in Instagram and TikTok audiences through strategic design and original content
- Managed multiple projects, ensuring high-quality, on-brand creative output while providing art direction and maintaining consistency across all visual touchpoints.

### Social Media Designer

Relias | Morrisville, NC  
May 2021 - April 2022

- Designed and executed monthly social media content for Wound Care and other B2C brands, driving engagement and maintaining brand consistency
- Created visuals, wrote post copy, collaborated on content development, and managed the approval workflow
- Scheduled content and interacted with audiences to enhance community engagement and brand visibility

### Graphic Designer

KidsLife Preschool | Naples, FL  
May 2025 - October 2025

- Led full brand development including logo design, visual identity system, brand guidelines, and website design to establish a cohesive, modern presence
- Created multi-channel marketing assets such as facility signage, organic and paid social media graphics, and direct-mail advertising to support enrollment and outreach

### Graphic Designer

Shear Perfection | Raleigh, NC  
January 2025 - October 2025

- Redesigned the brand identity by refreshing the logo, updating brand guidelines, and defining the overall look and feel based on their existing brand direction
- Provide ongoing monthly creative support by editing social media reels for their haircare brand partnership, ensuring consistent, high-quality content production.

### Graphic Designer

Glisson Graphics | Raleigh, NC  
October 2020 - Present

- Provide design solutions for clients across industries, including logo design, branding, social media, digital, print, packaging, and animation
- Create marketing-driven visuals that support client goals, strengthen brand identity, and boost engagement and sales

## EDUCATION

### Savannah College of Art & Design

Bachelor of Fine Arts | Graphic Design  
Minor | Animation

## SKILLS

Branding, Logo Design, Visual Storytelling, Illustration, Motion Graphics, Package Design, Web Design, Social Media Content Creation, Paid/Organic Campaigns, Influencer Collaborations, Ad Creative Development, Video Editing, Photo Editing, Animation, Typography, Color Theory, Art Direction, Time Management, Client Management

## CERTIFICATIONS

- Branding & Strategy
- Facebook Ads Creative
- Google Analytics 4 For Beginners

## PROGRAMS

- Photoshop
- Premiere Pro
- Maya
- Illustrator
- Firefly
- Figma
- InDesign
- Express
- Sora
- After Effects
- XD
- ElevenLabs