



NETALIA SHAPSE

GRAPHIC DESIGN & DIGITAL MEDIA

561.706.8844
netalia.shapse@gmail.com
www.netaliashapse.com
Delray Beach, FL

SKILLS

Mac and PC OS
Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Adobe Dreamweaver
Adobe Acrobat
Adobe Premiere Pro
HTML/CSS
WordPress
Google Earth Pro
Digital Illustration

HONORS & AWARDS

2012 Provost's Digital Fabrication Lab Award
Awarded \$1,000 to pursue an art project using 3d rapid prototyping.

2011 Student Silver Addy Award
For the successful rebranding of Sarkara Sweets in Gainesville, FL.

Dean's List
Fall 2008 - Spring 2012
Maintained above a 3.5 GPA

President's Honor Roll
Fall 2008 - Spring 2009
Maintained a 4.0 GPA

REFERENCES

Marti Zenor
Director of Marketing
Apartment Realty Advisors
561.988.8800 ext. 112

Dvir Almog
CEO and Creative Manager
Almog Dvir
+972.052.300.0401

Dorothy Zimmerman
Communications Director
Florida Sea Grant
352.392.5870

EDUCATION

University of Florida | Gainesville, FL
B.F.A. in Art & Technology | May 2012
Minor in Mass Communication Studies

EXPERIENCE

Almog Dvir Branding & Advertising Agency | Herzliya, Israel
Graphic Design Intern | March 2015 - June 2015

Developed branding presentations in both Hebrew and English for clients in the food & beverage, retail, sports marketing and industrial sectors. Designed website layouts for both desktop and mobile devices, as well as layouts for print publications and collateral.

Apartment Realty Advisors | Boca Raton, FL
Graphic Designer/Marketing Coordinator | June 2012 - January 2015

Developed marketing packages, investor presentations and web content in accordance with branding standards, resulting in the sale of over \$2.2 billion in assets from 2013 to 2014. Pioneered an interactive Google Maps presentation format utilized by other offices nationwide. Responsible for the creation and implementation of custom branding for client events, light video production, extensive mapping and photo manipulation.

Florida Sea Grant | Gainesville, FL
Student Communications Assistant | January 2011 - May 2012

Created and managed content for Joomla-based flseagrant.org. Designed layouts and original artwork for WordPress sites, as well as HTML email blasts. Created original digital illustrations, collages and technical diagrams for use in nationally-distributed publications, event displays and promotional materials.

INVOLVEMENT

Ad Society
Ad Dash, Graphic Designer | 2012

Selected to compete on one of seven teams to create a complete advertising campaign for a non-profit client within a 12-hour time span. Created a branding identity which was implemented across various platforms, including a website, Facebook, Twitter, signage and promotional material.

Assistant Director of Internal Productions | 2011 - 2012

Assisted in organizing projects and delegating tasks to a team of 23 students. Actively worked with club members to design all print, video and social media materials for UF Ad Society.

Graphic Designer, Adwerks | 2010 - 2011

Selected to work with a production team to research, create, and implement a complete rebranding campaign for Sarkara Sweets, a cupcake boutique in Gainesville, FL. Identity pieces included a logo, menu board, bumper stickers and punch cards.

Digital Arts Media Network
Treasurer | 2011 - 2012

Managed finances for the organization, organized trips and events, planned content for weekly meetings, lectured on current technological trends and created promotional materials.