



WESLEY SHEDD

CREATIVE SERVICES LEAD



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wesleyshedd.com



linkedin.com/in/wesleyshedd

EDUCATION

BACHELOR OF ARTS, GRAPHIC DESIGN

Becker College | Worcester, MA

*Additional BFA coursework completed at
Anna Maria College*

SKILLS

- Creative Direction & Team Leadership
- Cross-Functional Collaboration
- Brand Systems & Governance
- Project Management (Asana)
- Creative Operations & Workflow Optimization
- Campaign Development
- Vendor & Print Production Management
- Adobe Creative Suite
- Video Editing (Premiere Pro)
- Illustration & Photography
- UX/UI & Web Strategy (WordPress)
- HTML/CSS & Foundational SEO

SUMMARY

Multidisciplinary creative lead with two decades of experience across brand strategy, design, video, digital, and enterprise communications. Combines hands-on creative execution with team leadership, operational oversight, and high-level creative direction across internal and external audiences.

Leads a nimble three-person team delivering the consistency, polish, and output of a larger creative department. Known for bringing structure and clarity to complex projects while keeping work moving efficiently from concept through execution.

JOB EXPERIENCE

CREATIVE SERVICES LEAD

MAPFRE Insurance (February 2024 – Present)

Lead creative direction, visual identity, and brand communications for Mapfre Insurance and Century Automotive. Oversee enterprise-wide marketing, advertising, and branding initiatives while maintaining consistency, clarity, and quality across channels.

Manage creative operations and provide day-to-day leadership, mentorship, and support to a cross-functional team. Improve workflows, project prioritization, and collaboration while maintaining high standards of creative output.

Oversee approximately 500–600 cross-departmental creative projects annually, with Marketing and HR initiatives representing more than 85% of total workload. Work spans digital, print, video, and internal communications supporting brand growth, recruiting, employee engagement, and enterprise visibility.

Develop executive messaging and internal communications reaching nearly 2,000 employees, including video and multimedia content supporting leadership visibility, company culture, and employee engagement.

Partner with internal teams, leadership, agencies, and external vendors to deliver strategic creative work across:

- Video production and editing
- Corporate website and blog design
- Internal resource portals and landing pages
- Digital advertising and campaign creative
- Print collateral and integrated marketing materials

PREVIOUS ROLES AT MAPFRE INSURANCE:

- Senior Graphic Designer | June 2019 – February 2024
- Digital Marketing Specialist | June 2017 – June 2019
- Senior Graphic Designer | January 2013 – June 2017

EARLY CAREER:

Full experience available on [LinkedIn](#) and [wesleyshedd.com](#)

- Morris Communications — Senior Graphic Designer
- Vision Advertising — Production Manager / Graphic & Web Designer
- PENTA Communications — Associate Graphic Designer
- Delin Design Inc. — Graphic Designer