



WESLEY SHEDD

CREATIVE SERVICES LEAD

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EDUCATION

BACHELOR OF ARTS, GRAPHIC DESIGN

Becker College (Worcester, MA)

(Additional BFA coursework completed at Anna Maria College)

SKILLS

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

SUMMARY

Multidisciplinary creative lead with nearly two decades of experience guiding brand, tone, design, video, and cross-departmental storytelling across internal, external, and agent-facing marketing. Known for bringing structure, strategy, and clarity to every project—balancing hands-on execution with high-level creative direction.

Leads a nimble three-person team that delivers with the consistency, polish, and output of a larger department. Calm under pressure, clear in the chaos, and focused on moving ideas forward with purpose and precision.

JOB EXPERIENCE

CREATIVE SERVICES LEAD

Mapfre Insurance (February 2024 – Present)

Lead the creative direction, visual identity, and brand communications for Mapfre Insurance and Century Automotive. Oversee enterprise-wide marketing, advertising, and branding initiatives—ensuring consistency, clarity, and creative excellence across all channels.

Manage creative operations and provide day-to-day leadership, mentorship, and support to a cross-functional team. Drive process improvements and workflow efficiency while upholding high standards of output and collaboration.

Deliver approximately 500–600 cross-departmental creative projects annually, with Marketing and HR initiatives comprising over 85% of total workload. Creative output spans digital, print, video, and internal communications—supporting brand growth, recruiting, and enterprise visibility.

Produce executive messaging and internal campaigns that engage nearly 2,00 employees, including video and multimedia content that elevates cultural alignment, leadership visibility, and employee engagement.

Partner with internal and external stakeholders to develop and deliver a wide range of strategic creative assets, including:

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

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 Design
- PENTA Communications – Associate Graphic Designer
- Delin Design – Graphic Designer