



# DAVID SHABAN

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## SUMMARY

- ▶ Self-motivated and highly organized Graphic Designer and Digital Marketing Expert with over 15 years of professional experience across digital and print. Transformed my agency and in-house experience to thrive as a freelance designer working efficiently with all team members, peers, and executives. Continuously expanding my professional knowledge by taking courses in gaining additional experience within business management and accounting.

## EXPERIENCE

- ▶ **DAVID SHABAN DESIGNS** **2009 - Present**  
**Graphic Designer**  
Partner and collaborate with small businesses providing brand awareness, increased revenue, and improved marketing materials within both print and digital channels. A few recent examples:
  - ▶ Logo Development: Digitize, refresh, and modernize existing logos for both corporate and small businesses across industries such as fashion, construction, and makeup artists.
  - ▶ Print Collateral Design: Created a 24-page magazine to promote event planning, tips, and showcase related vendors. Designed an event flyer to promote a holiday-theme tradeshow.
- ▶ **NATIONAL VETERINARY ASSOCIATES (NVA)** **2020 - Present**  
**Manager, Digital Marketing (2023-Present)**  
Develop a new website template to provide a visual refresh to the web platform while keeping UX/UI best practices in mind. Responsible for launching new websites on the platform, creating streamlined documentation and clean process, leading to the team surpassing the annual goal of launching 130 websites, 4 months early.  
  
**Associate Manager, Digital Marketing (2022-2023)**  
Manage team of 6 interns, streamlining the hiring process and training of interns to maximize growth, productivity, and mentor opportunities throughout the duration of the internship. Led to the intern team building 129 websites within the first year of overseeing the intern program. Launched two new add-on services to the website platform, increasing the overall value and benefits of the platform.  
  
**Sr. Digital Marketing Associate (2020-2022)**  
Responsible for overseeing website builds, leading the QA, and facilitating communication with location managers for the review process and approval to launch. Developed and streamlined communication templates to improve team's workflow by providing faster templates to send and clearer communications for location managers to understand and gain approvals. Led a project to migrate 450+ live web forms between vendors within first two months. Took ownership of the new form platform, and developed a project plan to expand and manage over 3,000 forms. Developed custom form to boost online enrollment of wellness plans, implementing on 100+ websites and increasing overall enrollment by 5%.
- ▶ **JAFRA COSMETICS INTERNATIONAL, INC.** **2010 - 2020**  
**US Lead Website Administrator (2016-2020)**  
Team leader and project manager for the digital marketing department, improving customer experience, engagement, and activity by redefining boundaries and features within our B2B and B2C websites, mobile app, email and SMS communications.
  - ▶ Launched a new mobile-friendly training platform for JAFRA Consultants that launched on time over an 8-week time line. The outcome was a 249% increase in monthly average sessions, 241% increase in new users, and company savings of over \$220,000 per year.



## EXPERIENCE (CONTINUED)

- ▶ **JAFRA COSMETICS INTERNATIONAL, INC.** **2010 - 2020**  
**US Website Administrator (2015-2016)**  
 Took lead of website content to ensure deployment deadlines were met with 100% accuracy. Reduced unnecessary processes, and streamlined workflow for the department to increase efficiencies by implementing a project management system used across departments.
  - ▶ Launched a new Social platform for JAFRA Consultants, which led to a 75% increase in users over the first year and company savings of \$180,000 per year.**Web Graphic Designer (2010-2015)**  
 Redefined digital experience for Clients and Consultants by creating digital content for US projects. Led discussions on new web initiatives and implementation of projects.
  - ▶ As Brand Ambassador, redesigned and launched a re-branded US Regional Website early on an aggressive time line that included design, content management, testing, and quality control.
  - ▶ Launched E-Commerce shopping experience, creating digital assets, and utilizing my technical expertise while collaborating with Worldwide IT.
  
- ▶ **HOWELL, LIBERATORE & WICKHAM, INC.** **2005 - 2009**  
**Art Director, (2006-2009)**  
 Brought world-class recognition to a local winery by developing new corporate identity, website, and various print materials. Taught team of graphic designers about print standards while managing dozens of clients and individual projects.

## EDUCATION

- ▶ **A.S. BUSINESS MANAGEMENT, ACCOUNTING** **Ongoing**  
**Ventura County Community College District**  
 Expanding my knowledge and continuous growth by taking classes to better serve small businesses. Taking additional courses working to obtain a degree in Business as well as a certificate in Accounting (with a focus on Bookkeeping).
  
- ▶ **B.F. A. VISUAL COMMUNICATIONS** **2006**  
**Cazenovia College, Cazenovia, NY**  
 Graduated Cum Laude while gaining a solid foundation in marketing, digital marketing, graphic and digital design, and illustration.

## SKILLS

- ▶ Creative Thinker
- ▶ Project Manager
- ▶ Servant Leader
- ▶ Problem Solver
- ▶ Attentive to Detail
- ▶ Highly Efficient
- ▶ Trainer & Mentor

## TECHNICAL SKILLS

- ▶ Print Design
- ▶ Web Design
- ▶ Adobe Creative Suite
- ▶ CMS
- ▶ HTML/CSS
- ▶ MS Office

