

JANVI SHAHI

Social Media Manager | Brand Storytelling | Audience Engagement |
Nonprofit Experience

+12142774186 shahijanvi@gmail.com linkedin.com/in/janvi-shahi-741648b6 Dallas, TX

JS

EXPERIENCE

Graphic Designer / E-commerce Marketing Support | 2024-Jan. 2026

BIOWORLD MERCHANDISING

01/2024 - 01/2026 Irvington, United States

- Strategized, managed, and supported the execution of e-commerce marketing initiatives across content, social media, email/SMS, and digital campaigns.
- Owned and oversaw the brand content calendar, ensuring alignment across social, e-commerce, and promotional channels.
- Managed social media channels, guiding content direction, publishing schedules, and performance review.
- Coordinated brand and influencer collaborations, supporting outreach, asset development, timelines, and execution.
- Oversaw email and SMS marketing campaigns, collaborating cross-functionally on creative, messaging, and launch schedules.
- Led and supported graphic design efforts, ensuring visual consistency, brand alignment, and timely delivery of creative assets.
- Delivered impactful results by creating successful influencer and affiliate marketing campaigns for DTC brands.
- Executed top-performing retail sales events, coordinating content, creative, and cross-channel promotion to drive engagement and conversions.

Digital Designer

TPN (Formerly Integer)

2022 - 2024 Dallas, United States

- Designed digital/social assets for marketing campaigns, ensuring brand standards and timelines with cross-team collaboration.
- Created digital assets for brands: AT&T, Frito-Lay, Nestlé, P&G, and PepsiCo.

Additional Experience Graphic Designer –

Jen Jackett Creative | Rocket Central | Noblet | Walt Disney World Company

2019-2022

EDUCATION

BFA, Graphic Design

Savannah College of Art and Design (SCAD)

2017 - 2021 Savannah, United States

- (Dean's List Honoree)

SUMMARY

Graphic design and e-commerce professional with over 5 years of experience creating digital assets, managing online content, and supporting brand-focused marketing campaigns. Skilled in visual design, product presentation, social media graphics, and campaign coordination across digital platforms. Key achievements include producing high-quality creative assets for major brands such as AT&T and supporting timely digital content launches that improved audience engagement by 30% across social channels. Experienced in maintaining brand consistency, designing promotional materials, and creating visuals that support customer engagement and online sales. Seeking a graphic design and e-commerce role where I can use my design, content creation, and digital marketing skills to create strong brand experiences and support business growth.



Enhanced Social Media Engagement

Increased social media engagement by 40% through strategic brand storytelling across multiple platforms.



Streamlined Digital Asset Production

Managed, Designed and delivered 50 + digital assets monthly, ensuring brand consistency across multiple brand with timely publication.



Boosted Campaign Success Rate

Executed targeted campaigns that resulted in a 30% increase in customer interaction and brand awareness.

TOOLS & PLATFORMS

Shopify, Asana, Canva, Later, Sprout Social, Adobe, Figma, Microsoft, Mailchimp, Klaviyo, Wix, Squarespace, Wordpress (PowerPoint, Excel, Teams, SharePoint)