

# Shelby Cunningham

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## Education

University of Massachusetts Dartmouth  
College of Visual and Performing Arts  
Bachelor of Fine Arts  
Graphic Design  
Fall 2015–Spring 2019

## Recent Positions Held

SmartPak Equine  
Plymouth, Massachusetts  
January 2022–Present

### *Customer Care Representative*

- Spoke with Smartpak customers over the phone, partnering with them to make recommendations and provide creative solutions for their equestrian needs.
- Increased sales of Smartpaks, supplement subscriptions, and tack and equipment by demonstrating an expertise in the current product assortment.

Cupcake Charlie's  
Wareham, Massachusetts  
August 2019–January 2022

### *Assistant Manager*

- Managed staff of 8, including scheduling, training and payroll.
- Key holder for opening and closing store.
- Responsible for baking and decoration of cupcakes and preparing store to open.

Brahmin Leather Works  
Fairhaven, Massachusetts  
June–August 2017

### *Graphic Design Intern*

- Edited photos in Photoshop.
- Created web banners.
- Created line sheets of photos.

## Awards & Recognition

University of Massachusetts Dartmouth  
Deans list, Fall 2015–Spring 2019

Umass Athletics  
Sportsmanship Award  
Spring 2017

College of Visual and Performing Arts  
Invitational Junior Design Exhibition  
Spring 2018

## Skills

Adobe Illustrator  
Adobe InDesign  
Adobe Photoshop  
Adobe Bridge  
HTML/CSS  
Typography  
Customer Service  
Social Media Platforms

## Organizations

UMass Dartmouth  
Varsity Equestrian Team  
2015–2019, Captain 2019