

SHAWN NELSON

SENIOR DESIGN CONSULTANT

214.415.7896 

Shawn@1Light.com 

1650 Candler Dr. • #20108 
Burleson, TX 76028

Highly motivated and award winning Design Consultant with extensive sales, customer service, and design experience. Consistent professional with track record of increasing sales revenue, improving client experience, and elevating company profile with target market. Outstanding team leader and trainer effectively mentoring and motivating team members. Persuasive in negotiation and diplomatic in communication to build trusting and productive relationships.

EDUCATION

1994

M.A. COMMUNICATIONS STUDIES

Southwestern Theological Seminary
Fort Worth, TX

1991

BACHELOR OF MUSIC/THEATER

Wayland Baptist University
Plainview, TX

SKILLS

People Skills

Customer Need Assessment

Product Demonstration

Client Satisfaction

Product Knowledge

Customer Service

Graphic/Web Design

- Adobe Creative Suite
- WordPress

Brand Management

Creative Direction

INTERESTS

Church Activities

Singing/Acting

Playing Golf

Watching Sports

Watching Movies

Time With Family

Traveling

WORK EXPERIENCE

SENIOR DESIGN CONSULTANT

Zintex Remodeling Group • Lewisville, TX 06/23 - Present

- 45% Closer In-home sales for Bathroom Remodels
- Million Dollar Club each full year

SENIOR DESIGN CONSULTANT/SALES TRAINER

Expo Home Improvement • Carrollton, TX 02/20 - 05/23

- 40% Closer In-home sales for all product lines (Bathrooms, Windows, etc)
- Million Dollar Club each full year
- Wrote, designed and implemented Sales Training for Window Sales

ART & DIGITAL DIRECTOR

Robinson Creative, Inc. • Southlake, TX 07/18 - 09/19

- Developed new protocols that increased efficiency by 40% for branding, print collateral, web campaigns, etc.
- Implemented and trained new project management software
- MUSE & HERME CREATIVE AWARDS for Outstanding Web Design

MARKETING & TECHNOLOGY COORDINATOR

Minteer Real Estate Team • Grapevine, TX 10/17 - 07/18

- Manage all phases of the marketing, lead generation, advertising, and design for one of the top real estate teams in the DFW Area.
- Increased Lead Generation by 35% through web, & email.
- Concept and prototype delivery for designs.

CREATIVE DIRECTOR

One Light Creative • Mansfield, TX 02/2005 - 10/17

- Increased sales each year by an average of 15% overall.
- Conversion of prospective customers to active clients.
- Concept and prototype delivery for designs.
- Creative consulting focused on blog content and support.