



alex shepler

graphic designer

alexshepler.com

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717.673.6967

software

Photoshop / Illustrator / InDesign /
Sketch / Final Cut Pro / Keynote

skills

Brand Identity / Creative Concepting /
Digital Marketing / Email Design /
Event Planning & Execution / Print Design /
Social Media Design / Typography / Web Design

education

International Academy of Design & Technology
Graphic Design Studies
2013-2015

Lebanon County Career & Technology Center
Commercial Art & Design Certification
2011-2012

about me

I'm Alex Shepler, and I currently hold the key position of Chief Marketing Officer at ATTOLLO Prep. In addition to orchestrating innovative marketing strategies, I thrive as a freelance graphic and web designer, infusing strategic marketing acumen with creative design flair. My career is a testament to the fusion of these skills, allowing me to craft unique and impactful narratives in both realms. With a commitment to excellence, I consistently navigate the dynamic landscape of marketing and design, leaving my mark on every project I undertake.

experience

Chief Marketing Officer | Attollo Prep

Lancaster, PA — November 2023 - Present

- Spearheading transformative strategies and innovative campaigns.
- Driving brand success through strategic marketing, creative excellence, and impactful storytelling.

Graphic Designer | Freelance

Remote — June 2012 - Present

- Intentional designer hired by various clients to assist in elevating their brand.
- Collaborated to create content for iHeart Media, YouTube Space, and Spinnin' Records.
- Self trained in graphic softwares: Photoshop, Illustrator, InDesign, Final Cut Pro, Sketch
- Squarespace Circle Designer creating websites for At Her Core Fitness, Kochenderfer Church, Monarch Pathways.

Designer | Apple Inc.

Remote — June 2021 - November 2021

- Led concept and execution for Apple One and Apple Books. Heavy focus on visual storytelling through organic content and email design.
- Responsible for pitching new content to Creative Leadership and working cross-functionally with internal teams.
- Listed as solo designer on several social first campaigns, and credited with implementing new design strategies for teams to come.

Genius Admin | Apple Inc.

Lancaster, Pennsylvania — June 2020 - October 2023

- Responsible for upholding high repair expectations for the company and the customer.
- Oversee daily Genius, Technical Expert, and Technical Specialist productivity.
- Implemented new organizational practices and drove new company initiatives saving the team several hours of work weekly.
- Ensured company and brand standards are upheld at the Genius Bar and in internal spaces.
- Partnered with inventory teams to ensure in-store service part availability and system accuracy was verified.
- Coordinate the customer pickup process and ensure the experience is top tier for all completed repairs.



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references

Available Upon Request

experience (cont'd)

Support Lead | Apple Inc.

Lancaster, Pennsylvania — September 2019 - February 2020

- Contributor to running an operationally excellent store through one of the busiest times of our year.
- Key player in protecting the employee journey.
- Ensured team members felt supported with a leadership presence.
- Ensured rest and meal breaks were taken on time.
- Supported leadership with iPhone launch logistical planning, training, and implementation.
- Ensured the customer stayed at the center of everything we do.
- Assisted in the implementation of new company-directed initiatives.

Specialist | Apple Inc.

Lancaster, Pennsylvania — November 2012 - June 2020

- Responsible for creating unrivaled customer experiences that create brand promoters.
- Skilled in uncovering customer needs and creating tailored solutions to meet those needs.
- High level understanding of how Apple products and services work.
- Consistently delivered exceptional results on par with or above company expectations.
- Supported business owners in hardware understanding and implementation.
- Delivered key trainings to team members around, products, services, and accessories.
- Facilitated onboarding training for new team members.
- Ensured visual and brand standards were upheld in the retail space.
- Supported in the setup and visual merchandising of several new retail locations.

Founder | Revelation Festival

Lebanon, Pennsylvania — February 2014 - December 2017

- Founder and Producer of a festival and responsible for all operational aspects. This includes, but is not limited to, marketing, booking, staffing, and financials.
- Founded a net-new music festival tailored to our community.
- Oversaw all preparation and planning for multi-year event.
- Oversaw artist booking and acted as on-site talent coordinator.
- Created compelling marketing campaigns for each year.
- Coordinated all volunteer efforts including a street team, setup/tear down teams, security teams, and more.
- Presented festival resources to sponsors and supporters.
- Conducted on-air radio interviews to promote event.

Graphic Designer | Eagle Graphics

Annville, Pennsylvania — December 2011 - July 2012

- Met with clients to draft art for print projects.
- Obtained art approvals from clients and internal team.
- Prepared digital photopolymer plates for printing.
- Spent the second half of my senior year in this role as a Co-Op based on my achievements in a Commercial Art & Design study.