SHAUN "ACE" MERRILL

FOUNDER & CHIEF MARKETING OFFICER

Brand Strategist | Digital Marketing Specialist | Creative Director

Elevating Brands Through Digital Excellence.

CONTACT

Nevada, USA

CORE EXPERTISE

- Brand Strategy & Identity
- Digital Marketing Strategy
- Website Design & Development
- SEO & Local SEO
- Logo & Graphic Design
- Creative Direction
- Social Media Marketing
- Google & Meta Advertising
- Copywriting & Storytelling
- AI-Assisted Workflows
- Client & Project Management

PLATFORMS

- WordPress / CMS Platforms
- Adobe Photoshop & Illustrator
- Canva Pro
- Google Workspace
- Microsoft Office
- Google Business Profile
- Meta Business Suite
- ChatGPT & AI Tools

PROFILE

Every industry needs someone willing to challenge the ordinary. As Founder and Chief Marketing Officer of Ace Signature Media, I bring a fresh perspective, innovative ideas, and modern marketing technologies to businesses ready to grow. Backed by a trusted team of creative professionals and powerful digital tools, I build brands, design high-performing websites, and create marketing strategies that help businesses stand out, attract customers, and stay ahead of the competition.

PROFESSIONAL EXPERIENCE

Founder & Chief Marketing Officer 2025 - Present

Ace Signature Media

- Lead a full-service digital marketing, branding, and web design agency from strategy through delivery.
- Develop brand identity systems, including logos, color palettes, typography, and brand guidelines.
- Design responsive, conversion-focused websites optimized for user experience, SEO, and performance.
- Create customized marketing strategies that strengthen visibility, lead generation, and brand recognition.
- Oversee client relationships, creative direction, project execution, and business operations.
- Use AI-powered tools and modern technologies to streamline workflows and deliver innovative solutions.

Digital Marketing Consultant 2019 - 2025

Ace Enterprises

- Developed digital campaigns to improve online visibility, customer engagement, and acquisition.
- Planned multi-platform advertising strategies and used performance insights to refine results.
- Advised businesses on brand positioning, marketing strategy, and promotional content.

Graphic & Website Designer 2019 - 2025

Ace Enterprises

- Designed responsive websites, logos, visual identity systems, and print and digital marketing assets.
- Redesigned outdated websites to improve usability, performance, and conversion potential.

Audio & Video Production Engineer 2019 - 2025

Ace Enterprises

- Produced and edited professional audio, video, and multimedia assets for brand and promotional campaigns.
- Managed recording sessions, post-production workflows, quality standards, and delivery.

SHAUN "ACE" MERRILL

EDUCATION

COLORADO TECHNICAL UNIVERSITY

Bachelor of Science

Criminal Justice & Human Services

Expected March 2027

THE REAL WORLD

Professional Development

- Digital Marketing
- Graphic Design
- Website Design
- Business Strategy
- Entrepreneurship

STRENGTHS

- Creative Problem Solving
- Leadership
- Strategic Thinking
- Communication
- Business Development
- Client Relations
- Adaptability
- Attention to Detail
- Entrepreneurial Mindset

FEATURED SERVICES

- Brand Identity Design
- Logo Design
- Website Development
- Website Redesign
- SEO Optimization
- Digital Advertising
- Marketing Consulting
- Graphic Design
- Copywriting

PROFESSIONAL EXPERIENCE - CONTINUED

Hospitality & Event Manager 2012 - 2019

Mel's Hospitality

- Managed daily operations in a fast-paced hospitality and event environment.
- Supervised, trained, and scheduled staff to maintain efficient service and event coverage.
- Coordinated private events from planning through execution, ensuring a smooth guest experience.
- Ordered supplies, monitored inventory, and maintained readiness for daily and event needs.
- Resolved customer concerns professionally and built strong guest relationships.

Construction Professional 2005 - 2012

Residential & Commercial Construction

- Completed residential and commercial construction work with a focus on safety and quality workmanship.
- Collaborated with crews to coordinate tasks, solve technical challenges, and meet project deadlines.
- Adapted to changing project needs while maintaining organization and attention to detail.

General Manager 2001 - 2005

Domino's Pizza

- Managed daily restaurant operations, staffing, scheduling, training, and team performance.
- Oversaw inventory, supply ordering, cost control, workflow, and customer satisfaction.
- Developed strong leadership, communication, and organizational skills in a high-volume environment.

PROFESSIONAL VALUE

Creative leadership grounded in service, operations, and hands-on execution. I combine a builder's mindset with modern marketing tools to turn ideas into clear brand experiences and practical growth strategies.

MISSION

"Helping businesses transform ideas into powerful brands through creativity, strategy, and digital excellence."