



Julie Shaffer, FSMPS, CPSM

Owner | Creative Director
Shaffer Creative, Granbury, Texas
SMPS North Texas

Julie Shaffer, FSMPS, CPSM, exceptional ability to seamlessly merge analytical thinking with creative expression has propelled her to the forefront of the AEC marketing industry. After an 11-year tenure as an in-house marketer for a regional engineering firm, Julie harnessed her unique skill set and founded Shaffer Creative in 2012. Since then, her powerhouse agency has delivered marketing consulting, training, and cutting-edge design services, empowering firms to secure new work and thrive in the competitive landscape. As an Adobe Certified Instructor for Creative Cloud Design & Layout Solutions and an award-winning designer, Julie's passion lies in supporting AEC marketers in unlocking the full potential of Adobe's design platform. Her 20+ years of expertise enables clients to streamline content layout without compromising on the artistic brilliance that distinguishes their brands. When not engrossed in training marketers, crafting winning projects, or collaborating with her exceptional team, Julie finds joy in the company of her family, friends, and two beloved rescue dogs. Her insatiable curiosity and passion for creative inspiration drive her to explore captivating destinations around the world. Armed with her camera, you may spot Julie capturing the essence of serene beach landscapes, conquering majestic mountain peaks, or finding inspiration in the intricate details of architectural marvels. Her boundless spirit knows no geographical boundaries, seeking inspiration wherever her imagination takes her. Julie's journey is a testament to the power of bridging the gap between analytical thinking and creative expression. Through Shaffer Creative, Julie Shaffer remains committed to assisting professional services firms in carving out their unique identities, crafting captivating marketing campaigns, and equipping teams to leverage their marketing endeavors to the fullest.