



ABOUT ME

A seasoned design professional, adept in Adobe's creative suite, with a track record of excellent organizational and project delivery capabilities. Continually honing progressive design skills, driven by a keen interest in learning and growth.

EDUCATION

Art Institute of Charlotte
Jan 2002 - June 2006
Charlotte, North Carolina
Major: Graphic Design

N. Montgomery County Tech
Sept 2000 - Dec 2000
Lansdale, Pennsylvania
Course: Commercial Art

EXPERTISE

Photoshop

Illustrator

InDesign

Premiere Pro

Cinematography

Google Web Designer

Storyboarding

EXPERIENCE

RD LOCAL ADVERTISING

JUN 2024 – CURRENTLY

Title: Creative Designer

Duties: Leverage eye-catching print and digital designs to help local businesses effectively promote their products and services, capture their target audience's attention, and communicate their key brand messages

GRAHAM OLESON OF COLORADO, INC

AUG 2023 – MAY 2024

Title: Creative Team Manager

Duties: Manage workflow of all creative direction and campaigns, mentor team members, maintain vendor/third-party resource relationships, plan and implement annual and monthly campaigns; including print, digital and audio/video production

OCT 2022 – AUG 2023

Title: Senior Art Director

Duties: Partner with copywriter and account teams to concept clear, effective communication, guide audio/video production, mentor junior creative team members and conduct presentations of creative materials along with or on behalf of the Creative Director

GRAY TELEVISION

JUNE 2019 – OCT 2022

Title: Senior Digital Designer / Graphic Compliance Coordinator

Duties: Collaborate with the video production team to create compliant video offer cards for a range of automotive brands. Serve as the primary point of contact to obtain co-op eligibility documents required for monthly audits and co-op claims processing

JUNE 2016 – JUNE 2019

Title: Senior Automotive Digital Designer

Duties: Oversee the training and production of the automotive design team, guiding them through the tactical campaigns of locally and nationally compliant digital advertising

MARCH 2015 – JUNE 2016

Title: Digital Designer

Duties: As part of a dynamic team of designers, I collaborated to efficiently develop cross-platform display advertisements while also pursuing advanced industry certifications

Additional work history available on LinkedIn.

REFERENCES

“ Christina Gorman
Manager of Digital Design at Gray Television
Shannon always exceeds my expectations and can take on any role
christinangorman@gmail.com
704-651-0406 ”

“ Tara Klein
Chief Financial Officer at Graham Oleson of CO, Inc
Shannon continued to deliver successful creative time and time again
tklein@grahamoleson.com
719-477-2069 ”

“ Dana Hill
Senior Digital Designer at Gray Television
Our design team truly benefitted from Shannon's range of knowledge
creativeonesc@gmail.com
765-434-9454 ”