



ABOUT ME

Senior design professional with 18 years' experience and comprehensive knowledge of Adobe Creative Suite.

Notable organization and delivery skills, combined with progressive design skills and a continued eagerness to learn makes for an accomplished professional with room to grow.

EDUCATION

THE ART INSTITUTE OF CHARLOTTE

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

NORTH MONTGOMERY COUNTY TECH

Sept 2000 - Dec 2000
Lansdale, Pennsylvania
Course: Commercial Art

EXPERTISE

Photoshop/Illustrator/InDesign

Premiere Pro

Cinematography

Google Web Designer

Storyboarding

EXPERIENCE

AUG 2023 - Currently

Graham Oleson Agency - Colorado Springs, CO-Remote

Title: Creative Team Manager

Duties: Oversee projects and team members while raising the creative bar and fostering growth. Guide video/radio production and maintain vendor and third-party resource relationships while planning annual campaigns and driving successful monthly campaigns

OCT 2022 – AUG 2023

Graham Oleson Agency - Colorado Springs, CO-Remote

Title: Senior Art Director

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

JUNE 2019 – OCT 2022

Gray TV – Charlotte, NC-Remote

Title: Senior Digital Designer / Graphic Compliance Coordinator

Duties: Work remotely with the video production team to produce compliant video offer cards for most automotive brands while serving as a point of contact to obtain co-op eligibility documents for monthly audits and co-op claims

JUNE 2016 – JUNE 2019

Gray TV (formerly Raycom Media) – Charlotte, NC

Title: Senior Automotive Digital Designer

Duties: Facilitate training and lead a team of talented automotive digital designers through the tactical production of interactive digital advertising that is compliant on a local and national level

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

“Heather Bowie
Regional Sales Manager at Gray Television

Shannon digs for answers, overcomes obstacles and provides output

hbowie2015@gmail.com
803-269-9091

“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