

Shannon Reddy

CREATIVE DIRECTION + DESIGN

Performance-driven individual with comprehensive experience planning and implementing effective strategies for designing and marketing collateral, direct mail, email, websites, video and social media platforms within an organization.

Skilled at executing appropriate strategies for multiple design and development projects within estimated budgetary and time constraints. Adept at analyzing data for design iteration, brainstorming meetings and innovating concepts. Demonstrated ability to foster congenial and professional relationships with external and internal clients. Well versed with effective utilization of XMPie to design highly personalized/variable campaigns for various types of industries, with multiple touch points. Skilled at building and mentoring teams, as well as deploying effective training and development programs for team performance enhancement. Instrumental at managing multiple projects as assigned with a focus on generating appropriate results.

EDUCATION

- **MASTERS OF FINE ARTS**
Computer Graphics Design
RIT, Rochester, NY
- **BACHELORS OF FINE ARTS**
Art Studio
SUNY Geneseo, Geneseo, NY

TECHNICAL SKILLS

- ADOBE CREATIVE CLOUD**
Acrobat Pro, Dreamweaver, Illustrator, InDesign, Photoshop, XD
- APPLE IWORK**
Keynote, Numbers, Pages
- ELEARNING**
Articulate Studio
- GOOGLE WORKSPACE**
Docs, Drive, Gmail, Sheets, Slides
- MICROSOFT**
Excel, PowerPoint, Publisher, SharePoint, Word
- PAGE LAYOUT**
QuarkXPress
- PROJECT MANAGEMENT**
Basecamp, Smartsheet, Teamwork Projects
- WEB + EMAIL**
HTML/CSS, Pardot, SendGrid, WordPress CMS
- 1-TO-1 MARKETING**
XMPie PersonalEffect Suite

AREAS OF EXPERTISE

- Graphic design and marketing
- eLearning and email marketing
- Social media marketing
- Content management
- Variable template design
- Effective communication
- Creative issue resolution
- Strong attention to detail
- Team building and leadership
- Project management
- Client relationship building
- Process improvements
- Concept strategy and implementation

CAREER EXPERIENCE

- **2016 - 2020** **CREATIVE DIRECTOR** | Monro, Inc., Rochester, NY
Enhanced brand awareness and led generation by developing, conceptualizing, as well as managing print and digital media. Collaborated with cross-disciplinary team to supervise multiple projects from concept to completion. Streamlined overall operations by identifying graphic needs, budget constraints and deadlines.
 - Contributed in company expansion of 5 new states from 1,098 to 1,289 locations by providing exceptional assistance in exterior and interior re-branding of 203 stores.
 - Executed submission of orders as well as estimated requests, while coordinating directly with print vendors.
 - Managed consistency across various brands between different types of media.
- **2011 - 2016** **CREATIVE DIRECTOR** | Concentrix Corp., Pittsford, NY
Designed and developed 1-to-1 media campaigns for Carestream, SYNnex, HP, RedHat and Pittsburgh Post-Gazette. Supervised and provided exceptional guidance to team of designers and copywriters to improve skills as well as performance. Planned and coordinated with team to design localized office signage.
 - Provided direction, design, and development of print, event and digital media used to communicate to over 91k employees within global company.
 - Evaluated visual elements to ensure brand consistency across internal (employee) and external (B2B) design.
- **2008 - 2011** **SENIOR GRAPHIC DESIGNER** | Xerox Corp., Webster, NY
Developed print and digital media for multiple corporate identities, including logos, letterhead, business cards, brochures, postcards, mailers, email and landing page design. Established persuasive campaigns used for optimizing customer engagement and the improvement of customer retention.
 - Utilized XMPie for designing highly personalized/variable campaigns for various types of industries, with multiple touch points, such as email, web and print.

ADDITIONAL EXPERIENCE

- **SENIOR GRAPHIC DESIGNER** | Element K (now Skillsoft), Rochester, NY
- **ADJUNCT PROFESSOR** | RIT • SUNY Geneseo • DeVry University