

SHANNA PETERSEN

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[Linkedin.com/in/shanna-petersen/](https://www.linkedin.com/in/shanna-petersen/) · [Visual Communications Portfolio](#) · [Artist Portfolio](#)



SUMMARY

Creative communications professional with a passion for crafting compelling narratives and designing strong client connection. Extensive experience in strategic messaging, brand identity development, and creating impactful campaigns across print and digital platforms. Proven track record of expanding brand reach and elevating brand appeal. Skilled in managing communications, creative direction, and coordinating lifecycle marketing and client appreciation initiatives.

KEY COMPETENCIES

VISUAL COMMUNICATIONS
CREATIVE DIRECTION
MARKETING STRATEGY

BRAND IDENTITY DEVELOPMENT
SOCIAL MEDIA MANAGEMENT
PRINT AND DIGITAL DESIGN

STRATEGIC MESSAGING
COPYWRITING & EDITING
CAMPAIGN CREATION

PROFESSIONAL EXPERIENCE

CREATIVE DIRECTOR | OWNER

Touch of Gold Marketing, LLC 01/2014 - Present

Creative lead professional with extensive experience in client connection, communication, strategy, conceptualization, messaging, and campaign production. Brand identity development, business launches, social media, print and digital presentation books, postcards, client appreciation merchandise, event planning, website design and photography.

Past contributor to Seattle Weekly, City Arts Magazine, The Monarch Review, and ArtZone with Nancy Guppy. Co-designer of 2023 mural project at Harborview Pediatric Unit. Owner and Creative Lead of Happy Orca.

MARKETING + CREATIVE MANAGER

RAREnorthwest | Windermere Real Estate 12/2013 - Present

Developing and implementing client communications, marketing concepts, and campaigns. Managing creative direction and brand identity across digital and print advertising and marketing materials. Plan and coordinate client appreciation events and manage gifts to strengthen client connections.

VOLUNTEER EDITOR

Sierra Club Tennessee 05/2005 - 08/2007

Led content creation, design, and editing for Sierra Club Tennessee's monthly newspaper, increasing readership and engagement. Coordinated submissions and worked closely with printing vendors to ensure timely publication. Reported on events and managed the archive, keeping a detailed record of environmental initiatives.

SENIOR ADVERTISING ARTIST

The Tennessean | Williamson AM 04/1998 - 11/2001

Supervised and directed workflow of art department and occasional freelance staff. Led the production and design of various publications, marketing materials, and newspaper ad campaigns. Collaborated with the publisher and editorial team to brainstorm and develop new campaigns and publications. Designer of Titans Exclusive, a licensed NFL publication. Redesigned the award-winning Williamson County Schools Newsletter, recognized by the National School Public Relations Association.

EDUCATION

Associate of Science (A.S.), VISUAL COMMUNICATIONS

NASHVILLE STATE COLLEGE, Nashville, TN | May 2005

GPA: 4.0 | PHI THETA KAPPA

Graphic Design, Communications, Photography

UNIVERSITY OF EVANSVILLE (No Degree)

Studies in Fine Art and Liberal Arts

PLATFORMS

- ADOBE CREATIVE SUITE: PHOTOSHOP, INDESIGN, ILLUSTRATOR, ADOBE STOCK
- CANVA
- WORDPRESS, WIX
- SOCIAL MEDIA