

specialties

VISUAL COMMUNICATIONS

BRAND MANAGEMENT

MARKETING

PUBLICATION DESIGN

CAMPAIGN DEVELOPMENT

IDEA GENERATION

LOGO DESIGN

GRAPHIC DESIGN

CONCEPT CREATION

COPYWRITING

platforms

PRINT AND DIGITAL

ADOBE CREATIVE SUITE

CANVA

SOCIAL MEDIA

MAILCHIMP

WORDPRESS

education

VISUAL COMMUNICATIONS, AS
GRAPHIC DESIGN, PHOTOGRAPHY
NASHVILLE STATE, 2005
4.0 GPA | PHI THETA KAPPA

UNIVERSITY OF EVANSVILLE
ART EDUCATION, 1992

SHANNA PETERSEN

Visual Communications Specialist

Creative lead professional with extensive experience in publishing, graphic design, and marketing. Expert level branding, logo design, campaign conceptualization, website and social media management, photo editing, client appreciation outreach, and event planning. Magazines, newspapers and publications — as well as 9 years in a creative director role for one of Seattle's most successful real estate teams.

career summary

FREELANCE

Graphic design including newsletters, books and logo design. Client connection campaign conceptualization and production. Social media management. Photography for events, musicians, and clients. Contributor to City Arts Magazine, The Monarch Review, ArtZone. Owner and Creator [Sunshine and Selling Houses](#).

RAREnorthwest | Windermere MARKETING + CREATIVE DIRECTOR

Visionary and implementer of business marketing strategy. Manage and execute all marketing concepts, campaigns, materials, graphic design and messaging to expand brand reach and increase client engagement. Develop and manage brand identity across social media, digital and print client communications, client appreciation gifts events, and other seasonal marketing projects. Mercer Island, WA 2013-Present

Sierra Club VOLUNTEER EDITOR

Solely responsible for content, design, editing submissions, reporting on events, managing the archive and printing vendors for The Tennes-Sierran, Sierra Club Tennessee's monthly newspaper.

The Tennessean SENIOR ADVERTISING ARTIST | WILLIAMSON AM

Supervise and direct workflow of art department and occasional freelance staff. Manage production and design of several publications, marketing pieces, newspaper advertising campaigns. Brainstorm new concepts with publisher and editorial team. Designer of Titans Exclusive, a licensed NFL publication. Redesigned award-winning Williamson County Schools Newsletter - recognized by the National School Public Relations Association. Franklin, TN

Business People Magazine GRAPHIC DESIGN | PRODUCTION ASSISTANT

Advertising design, copywriting, magazine page design, assisted with photo shoots, production coordination and client services. Fort Wayne, IN

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