

# Nikki Shannon

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## Graphic Design, Communications, Training, Marketing, Branding, Social Media Professional

Champion of communications and design, creating innovative and effective campaigns using internet and social media tools, with a track record of building and implementing successful marketing projects. Maintain solid design principles while keeping up-to-date with constantly evolving technologies in social networking, blogosphere, software and search engines. Passionate about creativity, usability and working closely with clients to ensure successful product delivery.

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### Technology

- Photoshop
- Illustrator
- Dreamweaver
- Flash
- Fireworks
- InDesign
- WordPress
- HTML, CSS, PHP
- Facebook, Twitter
- QuarkXPress
- ImageReady
- PageMaker
- Email Marketing Tools
- FTP Tools
- SEO
- Video Editing Tools
- CMS Tools
- Google Products
- Word
- PowerPoint
- Outlook
- Apple OS
- Windows OS

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### Skills

- Marketing Strategies and Campaigns
- Corporate Communications
- Product Positioning and Branding
- Web and Print Content Development
- Training, Workshops and Presentations
- Development of Training Materials
- Sales Collateral and Support
- New Product Launch

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### Profile and Value

- Respected creator of branding strategies, social media campaigns, multimedia applications and communications.
- 15 years of experience leading marketing and internal communications for companies across diverse industries.
- Conceptualize and orchestrate marketing campaigns that effectively build brand images.
- Technical, conceptual and content development of sales-driving collateral.
- Proven ability to execute successful product launches.
- Ability to communicate on various levels with advertisers, artists, corporate clients and media contacts.
- Capable of layout and design work whether online or in print.
- Experienced in digital imaging, including photo editing and restoration with Adobe Photoshop.
- Outstanding copywriter.
- Engaging presenter with experience training various subjects in diverse environments.
- Develop and manage online marketing campaigns for effectively driving brand awareness, engagement and traffic to social media pages.
- Achieve a strong, visible social media presence and develop concepts. Continuously monitor online public relations and ensure the success of client products.

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### Professional Experience

#### Love Wine More, Online Retailer

Spring Hill, TN, 2006 – 2010

- Created and operated online retail store featuring RoJaus Wine Decanters.
- Performed extensive market research to promote site through Wordpress blog, SEO and social media outlets
- Managed all aspects of business including branding and marketing, shopping cart integration, credit card gateways, bookkeeping, customer and manufacturer relations.

#### Selected Accomplishments:

- Ensured Love Wine More became only independent retailer of product through manufacturer relationship.
- Designed manufacturer logo and company website.
- Painted custom artwork for special edition product accessories.
- Developed and launched integrated online and direct marketing campaign.

## Professional Experience, Continued

### JabberWocky Media, LLC, *Freelance Designer*

Spring Hill, TN, 1992 – Present

- Build Wordpress and HTML websites that showcase client platform through graphics and content.
- Help entrepreneurs become more effective marketers by educating them to update and maintain a Wordpress site.
- Design branding logos, illustrations, web graphics and T-shirts. Create concept and copy for websites, brochures, ads, email campaigns, sales collateral and marketing materials for diverse clients and projects.

#### *Selected Accomplishments:*

- Created transformative site redesign that increased traffic and visitor interaction on Jeannette Maw's *Good Vibe Blog*, resulting in a loyal community following allowing her to grow her practice and entrepreneurial efforts.
- Built *My Stars Online*, an innovative and interactive pay-per-view online experience featuring celebrity property tours.
- Created best-selling student planner for Ohio University Student Alumni Board.
- Corporate clients have included: LBMC Technologies, InetStrategy and Creatively Fit

### Deloitte, *Graphics Technology Analyst*

Hermitage, TN, Dec. 1997 – Jan. 2003

- Designed and built website interfaces, animations, marketing materials, identity campaigns, custom illustrations, photo collages for corporate initiatives. Design work was featured both online and in print.
- Developed and conducted corporate training seminars.

#### *Selected Accomplishments:*

- Subject matter expert in Photoshop and Flash.
- Presented Photoshop, Flash, and Principles of Graphic Design training to colleagues nationwide.

### Nashville State Community College, *Instructor*

Nashville, TN, Aug. 2000 – Aug. 2002

- Developed and taught *Advanced Photoshop* classroom curriculum to degree-seeking students.
- Created *Overview of Web Tools* course for online presentation.
- Taught *Beginning Photoshop* in online environment.

### John Deal Company, *Senior Artist*

Mt. Juliet, TN, Jan. 1997 – Dec. 1997

- Prepared client orders for press by creating artwork, adjusting trapping and printing film separations.
- Trained new employee in art department operations.

### Cumberland County Playhouse, *Publications Specialist*

Crossville, TN, June 1994 – Jan. 1997

- Designed and coordinated production of four-color brochures, newsletters, CD packaging, show logos, posters, programs, T-shirts, advertising, direct mail pieces, signs, billboards, flyers, letterheads, displays and souvenirs.
- Shot photographs for press releases, brochures and archives.

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## Achievements

- Featured Artist, L'Ete du Vin fundraiser, Nashville, TN, 2007
- Adobe Certified Expert in Photoshop, 2001
- Award of Excellence for Spotlight Newsletter, Printing Industry Association of the South, 1996
- Most Improved Publication Award, Spotlight Newsletter, International Association of Business Communicators, Nashville Chapter, 1995

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## Education

### Bachelor of Science in Journalism, *Ohio University*

June 1994

- School of Visual Communications, specialized in informational graphics, graphic design and fine arts

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## Portfolio