

Shannon Lee Dannettelle

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Quick Facts

- 9 years of Management experience in various fields.
- 10 years experience as a Corporate Designer.
- 8 years of direct relationships with CEO's and Upper Management in a Corporate Environment.
- Knowledge in both Windows and Mac OS platforms.
- Knowledge of over 50 programs and applications including Adobe, Microsoft, Apple products and others.
- While working for one company I had three titles, Art Director, IT Tech and In-House Sales Associate.

Experience

Graphics & Multimedia • Balboa Water Group • Tustin, CA • Present

- Designed projects in print and web, including logos, identities, collateral, newsletters, annual reports, newspaper, magazine ads and brochures
- Edited and composited digital audio and digital video
- Contributed to development of image and branding of the company

Manager of Professional Relations • Biolase • Irvine, CA • 2006-2008

- Assigned and Managed over 50 doctors for Trade show events
- Performed routine administrative research and paperwork
- Collected, Reviewed and Edited all Doctor PPT presentations
- Collaborated with tradeshow administrators and gurus
- Arranged and assigned lasers and Educators into Universities
- Utilized an Annual budget for laser donations and training
- Maintained Certification Courses for over 400 new Laser owners which included monitoring CE credits, payments, and Budgets
- Reviewed and edited clinical articles from laser doctors for publication into peer review magazines
- Worked with R&D department on validations of various laser procedures
- Worked with Marketing department on technical aspects of marketing materials
- Member of committee for development of new business opportunities and new market product development

Freelance Designer • LA & Orange County, CA • 1999-Present

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|-----------------------|-----------------------|----------------------------|
| * Brochures | * Signs | * Articles |
| * Mailers | * Packaging | * Instructional Kits |
| * Websites | * Commercials | * PowerPoint Presentations |
| * Newsletters | * Phone Voiceover | * Annual/Quarterly Reports |
| * Logos | * Video Presentations | |
| * Advertisements | * Company Branding | |
| * Trade Show Graphics | * Letterhead | |
| * Banners | * Manuals | |

Art Director • TruDental/Degäm • Newport Beach, CA • 2005-2006

- Designed projects in print, including logos, identities, collateral, newsletters, newspaper, magazine ads, brochures, posters and mailers.
- Collaborated with writers, artists, photographers and other professionals.
- Oversaw development of image appropriate to both companies.
- Created and directed marketing campaigns and corporate image.
- Managed Windows 2003 Server System for both companies
- Maintained over 40 client computers throughout both companies

Senior Graphic Designer • Biolase • San Clemente, CA • 2001-2005

- Designed projects in print, including logos, identities, collateral, newsletters, annual reports, newspaper, magazine ads, brochures, posters, mailers, trade show booths.
- Edited and composited digital audio and digital video: AfterEffects, Soundtrack, DVD Studio Pro, Final Cut Pro, Motion.
- Collaborated with writers, artists, photographers and other professionals.
- Prepared presentations for small and wide audiences using PowerPoint, Flash and Acrobat PDF.
- Gained knowledge of audio/video formats and handling of audio/video equipment through tradeshow setup management.
- Oversaw development of image appropriate to the company.
- Created and directed marketing campaigns and corporate image.
- Directed photo shoots, video shoots, CD-ROMs and edited photo negatives, video and materials for final selection.
- Managed video, web and print design staff in producing concepts and projects for company.

Graphic/Web Designer • eToys.com • Santa Monica, CA • 1999-2001

- Designed projects, web sites, main pages, UIs, including logos, identities.
- Collaborated with programmers, coders, writers, editors, designers, photographers and other professionals.
- Integrated dynamic media in page design: Flash, Quicktime, Director.

Manager • Ben & Jerry's of Indiana • Bloomington, IN • 1994-1999

- Recruited, hired, supervised, scheduled and trained a staff of 20 employees.
- Developed marketing campaigns to increase visibility of the restaurant.
- Performed weekly inventory checks and orders.
- Prepared and tallied all payroll.
- Balanced nightly, weekly and monthly earnings and tax preparation.
- Created systems to enhance functionality of workflow before, during and after business hours.
- Produced an atmosphere of fun and entertainment in a fast-paced serving environment.

Education

Indiana University • Bloomington, IN • Marketing/Design-General Studies
Bloomington High School North • Bloomington, IN

Skills

Professional skills in print, web, audio and video. Mac or PC Knowledge. Adobe Photoshop, Illustrator, InDesign, Acrobat Pro. Macromedia Dreamweaver, Flash, Fireworks, Freehand. Final Cut Pro, DVD Studio Pro, Quicktime Pro. Microsoft Office.