



## **CONTACT**

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skyeshannon.com

## **EDUCATION**

### **VCUarts – Richmond, VA**

AUGUST 2016 – MAY 2020

BFA, Graphic Design

Minor in Spanish

3.97 GPA, Honors College

Provost Scholarship Recipient

### **Elisava – Barcelona School of Design and Engineering**

AUGUST 2018 – DECEMBER 2018

## **TECHNICAL SKILLS**

Adobe Creative Suite

Photo and Video Editing

Social Media

Squarespace

Shopify

HTML & CSS

Screen Printing

Conversational Spanish

## **EXPERTISE**

Graphic Design

Publication Design

Motion Graphics

Stop-Motion Animation

Marketing Design

Brand Development

Logo Design

Web Design

Front End Development

Photography

Digital Illustration

## **EXPERIENCE**

### **Marketing Coordinator & Web Designer – VII Apparel Co.**

JULY 2020 – PRESENT

Design, develop, and maintain the company's website and online store. Refined site navigation to enhance user experience. Manage and create content for social media.

### **Website Designer & Webmaster – Cadence Theatre Co.**

AUGUST 2016 – PRESENT

Solely responsible for redesign and ongoing maintenance of company website. Coordinate and consult with a small team on various projects. Produced promotional videos for productions and students programs.

### **Digital Marketing Intern – VCU School of Business**

AUGUST 2019 – JULY 2020

Created the digital media content and managed the marketing strategy for the school's social media channels.

### **Graphic Design Intern – Genworth Financial**

MAY 2019 – AUGUST 2019

Worked on multiple marketing campaigns to update and enhance the materials. Developed creative concepts, imaging, and messaging for targeted groups and strategies.

### **Design and Marketing Consultant – Big Score Auction**

DECEMBER 2017 – APRIL 2020

Provided a variety of design services and marketing expertise for a local start-up. Assisted with social media strategy and management.

### **Website Designer and Media Specialist – Music Orchard**

MARCH 2015 – JANUARY 2019

Assisted with the filming and editing of multiple marketing videos, managed the redesign of the nonprofit's website.

### **Studio Intern – Studio Two Three**

MAY 2018 – AUGUST 2018

Assisted with screen printing operations, retail production and sales, and community events management.

### **Freelance Artist and Designer**

2011 – PRESENT