

# Shannon Christopher Kendall

2573 Bridlewood Lane SE  
shannonckendall@gmail.com

Atlanta GA 30339  
310-569-1138

## Professional Summary

I am a Full Stack Developer in Atlanta, Georgia. Currently, I am attending a Georgia Tech Boot Camp to further my career in web development.

## Skills / Tools

HTML, HTML5, CSS, CSS3, jQuery, JavaScript, XML, PHP, ASP.net, Angular, WordPress, actionscripting, GUI, UI, UX design, wire framing, Double Click Studio, Google DFP, Google Analytics, Photoshop, Illustrator, InDesign, Flash, Adobe Edge and Adobe Code, photography and large format printing, social network sites, blogging, press releases and descriptive text for websites, Meta data and SEO, Eloqua, Salesforce and Marketo.

## Professional Experience

**Freelance, Charlotte, NC**

**January 2013 to February 2018**

**Video Producer**

- Wrote, Produced, Directed and Edited 90 second commercials that ran in local hotels which highlight Charlotte area businesses and the growing community
- Shot and edited Junior League of Charlotte's 90th Anniversary documentary

**Impact Direct LLC, Cornelius, N.C.**

**March 2017 to July 2017**

**Web Developer**

- Redesigned company website to improve look and feel, managed front and back end.
- Managed email marketing and digital marketing campaigns for car dealerships nationwide
- Designed graphics and print materials for Impact Direct marketing team

**Cardinal Financial, Charlotte, N.C. / The Creative Group**

**January 2017 to February 2017**

**Web Developer**

- Created and built email template in Marketo for a new monthly newsletter that was adopted by Cardinal Financial
- Contributed to redesign of existing Cardinal Financial and Sebonic websites front and back end
- Performed a gulp refactor of existing sites to improve speed and functionality

**Allen Tate Companies, Charlotte, N.C.**

**January 2015 to March 2017**

**Graphic Designer**

- Built an interactive Luxury Home Guide for web and mobile applications
- Created original graphics to promote Allen Tate Realty on social media platforms
- Designed graphics for monthly anniversary social media campaign

**Wells Fargo, Charlotte, N.C. / ATR International**

**March 2016 to August 2016**

**Web Developer**

- Developed online components for marketing communication programs, including emails, newsletters, landing pages and reporting using Eloqua, Salesforce, HTML5, CSS3, jQuery and Javascript
- Modified email and website designs, including functionality, graphics and content positioning while following enterprise brand standards
- Managed and tracked email campaigns to assess performance

**Time Warner Cable, Charlotte, N.C. / Nesco Resources**

**March 2014 to December 2015**

**Interactive Video Producer and UI/UX Designer at Kernel, a Time Warner Cable Media Company**

- Developed HTML 5 ads using Adobe Code and Adobe Edge Animate; worked with Double Click Studio and Google DFP, converting Flash SWFs to HTML5
- Created national video advertisements using Dreamweaver, Flash, Illustrator and Photoshop for high-end clients and in-house marketing: Immersive, Pushdown, Webmail, Static, Pre Roll and IBV ads ran across a multitude of platforms on the Time Warner Cable digital network
- Handled internal email marketing for national Time Warner Cable Media

**Short Run Pro, Belmont, NC**

**August 2010 to November 2013**

**Senior Web Design and Head of Marketing**

- Built and maintained company websites to efficiently direct customers to desired services
- Managed day-to-day operations for multiple sites, including ShortRunPro.com, FederalBrace.com, KillarneyMetals.com, ComputerBracketSolutions.com and BisonBuilt.com
- Directed marketing design for all company websites, including email promotions and video production; promoted sites through social networking and media relations

**Freelance, North Hollywood, CA**

**May 2007 to August 2010**

**Video Producer**

- Filmed and edited focus group sessions for major car companies, such as Ford and General Motors
- Edited webisodes for organic cooking and home interest shows (single camera: "Everybody Knows," "What a Relief"; multi-camera: "Bedside Manor")

- Produced short films and corporate videos for independent production companies

**Horse Racing Television, Arcadia, CA**

**April 2006 to May 2007**

**Senior Video Editor**

- Edited news packages and national promos on races, racetracks, jockeys, horses, trainers and owners
- Edited a documentary on the internment camps at Santa Anita Park during World War II
- Worked with producers to generate show ideas for "Pursuit of the Cup," "Santa Anita Races" and "Inside Information"

**Deluxe Digital Studios, Burbank, CA**

**February 2005 to March 2006**

**Video QC Analyst**

- Organized and checked assets on DVD projects
- Handled incoming assets from vendors, including audio, video and subtitles
- Periodically completed special requests (demo reels, packages) for companies such as Paramount, Lions Gate, MGM, Disney and Fox

**WJXT-TV, Jacksonville, FL**

**June 2004 to February 2005**

**Video Editor**

- Worked as lead weekend news editor for local CBS affiliate
- Cut packages, promos, bumpers, teasers and live lead-ins for several news blocks
- Also served as part-time videographer for the station

**EDUCATION**

**Certificate in Full Stack Development**, Georgia Tech University

**Certificate in Interactive Web Design**, Central Piedmont Community College

**M.F.A., Film Production**, Loyola Marymount University

**B.S., Telecommunications**, University of Florida