Shannon Christopher Kendall

[shannonckendall@gmail.com](mailto:shannonckendall@gmail.com) **|** (310) 569-1138

<https://www.youtube.com/user/KendallFilms/videos> **|** <https://shannonkendall.myportfolio.com/>

**PROFESSIONAL SUMMARY**

Video Producer and Editor with an extensive background in pre-production, production, and

post-production. 20+ years of experience editing local and national ad spots, bumpers, and

teasers, as well as documentary and short subject films. 10 years of experience as a Graphic

Designer. Also trained in software engineering and full stack development, with expertise in

JavaScript and jQuery and a particular interest in React and Node.

**SKILLS / TOOLS**

Video: Producer, Writer, Director of Photography: DV / HDV / Film; lighting, grip, digital

capture, and postproduction. I have mastered Final Cut Studio, Adobe After Effects, Pro Tools and Avid.   
  
Marketing: Adobe Creative Suite, Eloqua, Salesforce, Marketo, Google Analytics, AdWords and Jivox  
  
Web: React, Node, Express, JavaScript, jQuery, HTML5, CSS3, MySQL, MongoDB, Google

Firebase, Java, REST API, ASP.Net, MVC, Windows, OSX, IOS, UNIX, Heroku, Materialize, Git, GitHub, GitLab, Gulp, Visual Studio, Atom, Xcode, Agile, Npm

**EXPERIENCE**

**Yellow Daisy Creative —** *Charlotte, N.C.*

01/2013 - Present

**Owner**

* Wrote, Produced, Directed and Edited 90 second commercials that ran in local hotels which highlight Charlotte area businesses and the growing community
* Worked with Men at Work Pictures to produce focus groups for Ford and General Motors
* Worked on Web Design/Dev for Space City Dental Labs and Blue Spark Event Design

**Georgia’s Own Credit Union** **/ Contract Role —** *Atlanta, GA*

6/2019 - 9/2019

**Front End Developer**

* Charged with creating an Agile work environment and implementing a testing environment through GitHub
* Built tiles for a revolutionary credit union banking platform, Constellation. Applied HTML5, CSS3, JavaScript, jQuery, OnSen UI, Fuel UI, Bootstrap and RESTful APIs
* Developed connectors to attach an application container to the DNA banking core via

RESTful APIs; used Maven, Java, and Spring Boot

**Impact Direct LLC / Contract Role —** *Cornelius, N.C.*

3/2017 - 7/2017

**Web Designer**

* Sole designer responsible for building a consumer-facing website for potential car buyers and auto traders nationwide; PHP back-end components
* Designed and implemented several core pieces of front-end functionality and UI in HTML and TypeScript using AngularJS, Angular UI Bootstrap and Angular UI Grid
* Created email marketing and digital campaigns in Marketo using HTML, CSS, and JavaScript

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

1/2017 - 2/2017

**Web Developer**

* Responsible for designing new landing and subpages for financial advisors and investors, including the creation of back-end components
* Created email templates using HTML, CSS, JavaScript, and Marketo

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

3/2016 - 8/2016

**Web Developer**

* Created and designed multiple email templates for intra-company emails using HTML, CSS, and JavaScript via Salesforce and Eloqua
* Created internal web landing pages using HTML, CSS, and JavaScript to guide partner teams to needed company resources

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

2/2015 - 11/2016

**Graphic Designer**

* Built an interactive Luxury Home Guide for web and mobile applications
* Charged with creating graphics for social media sites on Allen Tate platforms
* Responsible for monthly anniversary graphics on Allen Tate Realty social media sites

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

3/2014 - 12/2015

**Interactive Video Designer at Kernel, a Time Warner Cable Media Company**

* Developed HTML 5 ads using Adobe Code and Adobe Edge Animate that interfaced with Double Click Studio and Google DFP
* Created national video advertisements using Dreamweaver, Flash, Illustrator and Photoshop for high-end clients and in-house Marketing teams; ad types included Immersive, Pushdown, Webmail, Static, Pre-Roll and IBV ads that ran across a multitude of platforms on the TWC digital Network
* Created email marketing and digital campaigns in Marketo using HTML, CSS, and JavaScript

**Short Run Pro —** *Belmont, N.C.*

8/2010 - 11/2013

**Senior Web Designer and Head of Marketing**

* Created wireframes for and built company websites using HTML5, CSS3, and jQuery;

maintained ASP.NET framework and MySQL back-end to efficiently direct customers to

desired services

* Managed day-to-day operations for multiple e-commerce sites: ShortRunPro.com,

FederalBrace.com, KillarneyMetals.com, ComputerBracketSolutions.com and BisonBuilt.com

**Men At Work Pictures —** *North Hollywood, CA*

*5/2007* - *8/2010*

**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,” and “What a Relief.” Plus, multi-camera show: "Bedside Manor”)
* Produced short films and corporate videos for independent production companies

**Horse Racing Television —** *Arcadia, CA*

*4/2006* - *5/2007*

**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*

*2/2005* - *3/2006*

**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*

*6/2004* - *2/2005*

**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

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

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

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

**Certificate in Full Stack Web Development,** Georgia Tech Institute of Technology