

hi, i'm shanna.

EDUCATION

UNIVERSITY OF RICHMOND '20 3.96 GPA, *summa cum laude*

BA in Theatre Arts
BS in Psychology
Minor in Visual Media Arts

ROBINS SUMMER BUSINESS INSTITUTE
Richmond, VA – May 2020

RELEVANT CLASSES

- Web & Interactive Media Design (NUI Galway)
- Marketing (Robins Summer Business Institute)
- Photography (Berkeley City College)
- Drawing (Berkeley City College)
- Foundations of Art, A and B
- Time-Based Media Studio
- Production Studies I, II, & III
- Projection Design
- Lighting Design
- Darkroom Photography
- Contextual Practice: Artist's Book

AWARDS

BOATWRIGHT SCHOLAR
Full-Tuition Merit Scholarship, 2016-2020

SENIOR LEADERSHIP AWARD FINALIST
Kesem National, 2020

NATIONAL TOP GIVING TUESDAY
SOCIAL MEDIA CAMPAIGN
Kesem National, 2018 and 2019

BOOK AWARD: PHOTOGRAPHY
Visual Arts Dept, 2017

EXPERIENCE

BRANDING & LOGO DESIGNER 2020 *Freelance, Safe Community Coalition & KinderHaus*

Revitalized the SCC's brand identity by modernizing their original logo & marks from 1995, designing a new logo, and creating their first style guide; created a new logo and visual identity for KinderHaus

STUDENT DESIGN ASSOCIATE 2019–2020 *A&S Communications – Richmond, VA*

Created and adapted graphic design assets for digital & print; consulted on the creative direction of marketing designs & campaigns; wrote and organized copy for marketing assets

DIRECTOR 2019–2020 *Camp Kesem at University of Richmond*

Led a 14 member coordinator team for a national non-profit supporting children impacted by a parent's cancer; pivoted all programs & team communication to a remote format; managed all facets of operation including creative direction for volunteer recruitment, social media accounts, fundraising campaigns & events, and constituent communications

MARKETING & PR COORDINATOR 2017–2019 *Camp Kesem at University of Richmond*

Managed branding for the UR chapter of a national non-profit: graphic design, newsletter & email templates, social media content, and marketing strategy for fundraising campaigns

ARTISTIC & ADMINISTRATIVE INTERN 2019 *Chester Theatre Co – Chester, MA*

Contributed to online blog & added 20 years of production history to website; supported customers through box office phone sales & front of house duties; photographed headshots & rehearsals for marketing materials

SKILLS

Adobe CC, Figma, Procreate, Wordpress, Asana, Canva, Wix, copywriting/editing, photography, calligraphy/handlettering, video editing, Google Drive, sound design, set design, theater direction

get in
touch!

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