

hi, i'm shanna.

EDUCATION

UNIVERSITY OF RICHMOND '20

3.96 GPA, *summa cum laude*

BS in Psychology

BA in Theater Arts

Minor in Visual Media Arts

ROBINS SUMMER BUSINESS INSTITUTE

Richmond, VA – May 2020

RELEVANT CLASSES

- Web & Interactive Media Design
(National University of Ireland, Galway)
- Marketing (Robins Summer Business Institute)
- Foundations of Art, A and B
- Time-Based Media Studio (A/V)
- 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

Safe Community Coalition – Remote

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

STUDENT DESIGN ASSOCIATE

2019–2020

A&S Communications – Richmond, VA

Created and adapted graphic design assets & deliverables for clients; 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 Creative Cloud, Figma, Procreate, Wordpress, Canva, Wix, writing, photography, calligraphy/handlettering, video editing, sound design, set design

get in
touch!

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