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HELLO, I'M SHANNON PICONE

I am a highly creative, detail-oriented, and adaptable graphic designer with four years of professional experience in multimedia, marketing, and print design. I strive to use my ever-growing skills and talents to create meaningful design solutions and experiences for brands and audiences. I have the ability to work independently as well as collaboratively and consistently meet requirements in a deadline-driven environment. With a decade of customer service skills and enthusiasm for continued growth, my ambition is to combine my talent, knowledge, and experience to benefit your company.

EXPERIENCE

GRAPHIC DESIGNER | FREELANCE

JUNE 2017 - PRESENT

- Work closely with business owners to develop and design brand identities and logos.
- Utilize design skills to help with website redesign, e-marketing, publication layout, and social media branding.

GRAPHIC DESIGNER | BURKE ADVERTISING

APRIL 2016 - PRESENT

- Maintain various clients' brand consistency across multiple media that captures attention and drives traffic.
- Design and create marketing materials to be presented via print and electronic media including websites, online ad campaigns, direct mail, brochures, print ads, logos, and other promotional materials.
- Work independently as well as part of a team in a fast-paced, deadline oriented environment.

GRAPHIC DESIGN INTERN | BURKE ADVERTISING

JANUARY - APRIL 2016

- Gained knowledge and had hands-on experience in branding, media planning, digital advertising, SEO, and web development.
- Learned about key components such as time management, meeting client's brand standards, crafting strong call to action, copy-writing for various media, and preparing files for print.

WAITRESS | MAMMA MIA'S ITALIAN RESTAURANT

JUNE 2010 - JANUARY 2016

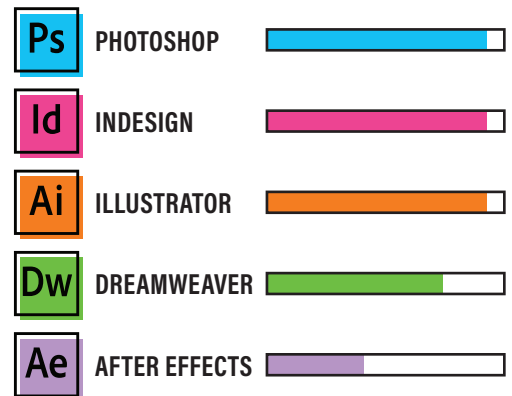
- Hired in 2010 as a take-out and salad station associate.
- Trained as a hostess, buser, bar-back, and then waitress.
- In June of 2014, was one of three existing employees asked to start-up a new restaurant location as one of their head waitresses and support to stations training.

EDUCATION

RIVIER UNIVERSITY

BA in Graphic Design
Minor in Business Marketing
September 2012 - May 2016
Deans List: 2012-2016

SOFTWARE SKILLS



CREATIVE SKILLS

- Logo Design / Branding
- Print Design and Layout
- Multimedia Digital Design
- Web Design / HTML & CSS
- Digital & Freehand Illustration
- Typography
- Photo Editing

WHERE TO FIND ME & MY WORK



WWW.SHANNONPICONE.COM



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