

## Professional Name: Shannon L. Novak

**Credentials:** Professional Make-up Artist, Licensed Cosmetologist (IL & CA), Licensed Esthetician, SAG-AFTRA Actor, Basset Certified, Food Handler Certified

### Experience:

- **The Chicago Theatre:** Lounge Manager for special event/concert nights
- **Tradeshaw Salesforce:** Marketing & sales consulting at tradeshows & outside sales
- **Campaigns:** Bob's Red Mill, Zevia, Modern Table Meals, Weleda, Coconut Bliss, Aura Cacia, etc; Lead BA in the Chicago Market & traveled through US for some
- **UL Santa House:** Photographer/BA/Manager, Chicago
- **Auto Shows:** LA Auto Show-Fisker; Ford/Lincoln/Dodge/Chrysler/Fiat (Product Specialist all over US); Narrator; Lincoln, "Savor The Dream" Tour
- **Extreme Hobbies:** Television Pilot Host
- **Karaoke Host:** Foxfire Bar, Kraft @ Brad Paisley Concert
- **Events Worked:** Dance Dupree Tour, Chase Sapphire Lounge @ Lollapalooza (Mgr), Leo Burnett Holiday Party (Mgr), Ryder Cup (Mgr), Jordan Brand Classic (Mgr), TagPrints @ The Geraghty, PM Pediatrics @ Cirque du Soleil & Paw Patrol Shows, USAA 100<sup>th</sup> Tour (Mgr), Google Conference, Floor & Décor Grand Opening (Mgr), Nordic Summer Social Party (Mgr), Lizzo Concert for T-Mobile (Mgr), Tony's Chocolonely, Wanderlust, Kellogg's with Jimmy Butler (Mgr), Rock N Roll Marathon, Color Run, Mercedes Benz Evolution Tour, L'Oreal @ Walgreens, Camp Macy's, NFL Draft, Clarks, Avon, NBC promo, Xbox One, Takeda 5K, Movie premieres, Ultimate Fan Party, Lollapalooza Pre-Party, Electric Daisy Festival, Ray Kroc Awards, Pink Concert, Ryder Cup, Shecky's, Oscar Suite, NASCAR, AFI Fest, Extreme Fight Competition, LA Fashion Week, Emmy Gifting Suite, VMA Gifting Suite, LA Bike Week, PRIDE, Maybelline New York Color Studio, AIDS Walk, Jane Magazine August Issue Release Party, Country Thunder, Pinks All Out, VH1 Screening Party (Heart), Miss Sportz Pizza, Blues Fest, Winterlit, Hannah Anderson Grand Opening, American Express Midas Holiday Mall Program, Twilight Movie Screening, Camp Macy's (Mgr), Mercedes Benz Evolution Tour, Art of Local Chicago (Mgr), Chase MileagePlus Explorer Card V-Baggage Claim Event, many more...
- **Tradeshows & Conventions:** Chicago Boat Show (Mgr), Gluten Free & Allergy Expo (Mgr), Car Wash Show, ABS, IHA, RSNA, ASIS, AAOS, CDH, AHR, NACS, Island Sun Times, AHA, Sweets & Snacks Expo, NRA, ASCO, BIO, PMA's, Comic Con, LA & Chicago Auto Show, MAGIC, Pri-Med Convention, Embedded Systems Convention, NADA, CES, SEMA, IMTS, Construction Expo, PMA's, Baby Expo, many more...
- **Spring Break BIC Tour:** Cosmetologist (shaved males for 1 month every year for a few years)
- **Casting Director Assistant for *On The Rocks – The Search for America's Top Bartender*, Reality Show:** Assisted in auditioning process for the open call
- **Journalist-Splash Magazine CA/IL:** Wrote articles online using Article Manager & Photoshop
- **Evictor Products:** COO, FL/IL/NV, Tradeshows
- **Jane Magazine Release Party, VH1 Party for Heart and Friends, CA:** Cocktail server
- **CroBar:** IL, Marketing to guests
- **Costume Character:** Jojo (Jewel Osco), Telemundo, Serta, Brookfield Zoo, Pep Boys
- **Catering/Restaurant/Bartending:** Kit & Kaboodle Craft Service, The Mark (high profile events), City Provisions, Liquid Bar Catering, Salt & Pepper Catering, All About You Events, Poco Catering, Brookfield Zoo; Chatters, Parrots Echo, Bocadidos, Foxfire, Bailey's Catering

**Roles:** BA, Manager, Team Lead, setup/breakdown, sampling, guerrilla marketing, road shows, run games, line management, registration, on/off premise, pass out swag, surveying, scanning, costume character, etc.

**Charity Events:** AIDS Benefits, Union Station Foundation, Brent Shapiro Foundation Sober Day, TJ Martell Foundation Golf Outing, Day of the Child, Operation Smile, American Cancer Society

**Other Experience:** CAFM Board Member & past Women in Film Board Member, Top 20-Miss USA Online, Miss Sportz Pizza spokesmodel (CA), *In The Blink Of An Eye* Spokesmodel for NextUpMagazine.com (CA)