



CONTACT

570-677-3530
shannonkay001@gmail.com

1511 Abington Road
North Abington Twp, PA 18414

online portfolio:
tryshannonkay.com

TECH SKILLS

Adobe Photoshop
Adobe InDesign
Adobe Illustrator
Adobe Premiere Pro
Edius
Final Cut Pro
Avid
Microsoft Word
Microsoft Excel
Microsoft PowerPoint
WorkFront

CREATIVE SKILLS

print layout
typography
logo design
animation
editing
writing
directing

SOFT SKILLS

collaborative
organized
flexible
effective in prioritization
communicative
diligent
positive
solution-driven

SHANNON LESNIAK

graphic design | video production | motion graphics

EXPERIENCE

Freelance print design/video production, media consultant

Collaborate with clients to establish strategic branding initiatives, and implement aesthetic vision across various mediums including print, broadcast and multimedia platforms. Conceive, write, direct, and edit video including graphics and animation. Print design products include logo creation, academic view books, medical research journals, fundraising materials, signage, digital and print ads, magazines, presentations, annual reports, billboards, newsletters, and more.

Clients include (2008 to present):

Geisinger College of Health Sciences, Geisinger Health System, Dan Simrell Advertising, St. Patrick's Day Parade Association, Camelback Resort, Kartrite Resort, Martina Bacarella Architect, Happenings Magazine, Foley Law Firm, Wayne Evans Realty, Krispy Kreme Doughnuts, The Greenhouse Project.

Branding, promotion, public relations, advertising

Oversaw all promotion, branding, public relations and on-air/print/web design for NBC and CBS affiliates. Conceived and executed special promotions, contests and events. Responsible for outside media buying and press releases. Ensured accurate and consistent utilization of organization-wide branding guidelines across all communication platforms. Nurtured partnerships with local civic and non-profit organizations. Implemented priorities in workflow and project management. Maintained budget and supervised/hired artists and producers.

Produced long and short-form programming for local and national clients encompassing training, tourism, political campaigns, internal corporate videos, sales presentations, entertainment, and commercials.

Full-time employers/positions include:

WBRE-TV/WYOU-TV, Wilkes-Barre/Scranton, PA

Creative services director; August 2007 - August 2008
On-air promotion manager; December 2002 - May 2006
Promotion producer; Sept. 1996 - August 1997

Pegasus Communications

Promotion director, CBS4/WGFL-TV, Gainesville, FL; August 2002 - December 2002
Multi-media designer, editor and producer, Bala Cynwyd, PA; March 2001 - August 2002

Maslow Lumia Bartorillo Advertising, Wilkes-Barre, PA

Print designer; March 2007 - August 2007

Lavelle Murray Advertising, Scranton, PA

Agency video producer/print designer; 2000 - 2001

Digital Video Express, Clarks Summit, PA

Manager, post-production services & graphic design; 1998 - 2000

EDUCATION

1995 | Marywood University, Scranton, PA | B.A. - Broadcast Communications

ORGANIZATIONS AND AWARDS

- National Academy of Television Arts & Sciences - Emmy Award for the production of "Teen Health Connections" for the Children's Hospital of Philadelphia
- Architectural Heritage Association - Preservation Award 2011-2012 South Side Revitalization Design Challenge Grant
- Janet Weis Children's Hospital Family Advisory Board
- Make-A-Wish Foundation of Greater Pennsylvania and West Virginia volunteer



CONTACT

570-677-3530
shannonkay001@gmail.com

1511 Abington Road
North Abington Twp, PA 18414

online portfolio:
tryshannonkay.com

SHANNON LESNIAK

graphic design | video production | motion graphics

REFERENCES

Heather Davis

Director, Marketing & Communications
for Education
Geisinger College of Health Sciences
525 Pine Street
Scranton, PA 18509
570-504-9071
hdavis02@tcmc.edu

Dan Simrell

Owner, Creative Director
Simrell Media
629 Madison Avenue
Scranton, PA 18510
570-575-5795
dan@simrell.media

Randy Williams

Director of Communications
Hospice of the Sacred Heart
30 E.D. Preate Drive, Suite 108
Moosic, PA 18507
rwilliams@HospiceSacredHeart.com
570-237-5617

Andrea Mulrine

Title IX Coordinator / Project Manager
Office of Institutional Compliance
and Accreditation
Geisinger College of Health Sciences
525 Pine Street
Scranton, PA 18509
570-207-3697
ajmulrine@geisinger.edu

Becky Stitzer

Creative Services Director
WBRE/WYOU-TV
62 South Franklin Street
Wilkes-Barre, PA 18701
rstitzer@pahomepage.com
570-706-7425

Chris Mackey

Creative Director
Aura Design Group
27 North Main Street, Suite 302
Carbondale, PA 18407
auradesigngroup@hotmail.com
570-267-0046