



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
Adobe After Effects
Microsoft Word
Microsoft Excel
Microsoft PowerPoint
Microsoft Outlook
WorkFront
Google Suite

CREATIVE SKILLS

print layout
typography
branding
logo design
animation
video editing
directing/producing

SOFT SKILLS

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

SHANNON LESNIAK

graphic design | video production | motion graphics

EXPERIENCE

Freelance print design, video production, brand/media consultant

- Print/multimedia design services include academic view books, medical research journals, fundraising materials, social media and print ads, newsletters, annual reports, charts and graphs, logo creation, billboards, PowerPoint presentations, and more.
- Conceive, write, direct, and edit video including graphics and animation.
- Collaborate with clients and ad agencies to establish strategic branding initiatives and implement coordinating aesthetic vision across various mediums.

Clients include:

Geisinger College of Health Sciences, The University of Scranton, Simrell Media, Camelback Resort, Kartrite Resort, Hospice of the Sacred Heart, Lackawanna Valley Heritage Authority, Martina Bacarella Architect, Happenings Magazine, Foley Law Firm, Krispy Kreme Doughnuts, Wint Technologies.

Branding, promotion, public relations, advertising

- Creative Services Director and Promotion Producer for NBC and CBS affiliates.
- Conceived and executed sweeps strategies, station advertising, contests and events.
- Supported sales department on marketing initiatives via presentation materials, development of station/client promotional partnerships, sponsorships and commercials.
- Managed public relations and press releases.
- Responsible for outside media buying.
- Ensured accurate and consistent utilization of organization-wide branding guidelines across all communication platforms, including on-air, print, and digital deliverables.
- Nurtured partnerships in the community with local civic and non-profit organizations.
- Implemented priorities in workflow and project management.
- Maintained budget and supervised/hired artists and producers.
- Video production involved collaboration with colleagues, script writing, selecting appropriate talent vendors, directing video shoots, editing, graphics and animation.
- Agency projects include long and short-form programming for training, tourism, political campaigns, internal corporate videos, sales presentations, and entertainment.

Full-time employers/positions include:

Nexstar Media Group - WBRE-TV/WYOU-TV, Wilkes-Barre/Scranton, PA

Creative Services Director
On-air Promotion Manager
Promotion Producer

Pegasus Communications

Promotion Director, CBS4/WGFL-TV, Gainesville, FL
Multi-media Designer, Editor and Producer, Bala Cynwyd, PA

Digital Video Express, Clarks Summit, PA

Manager, Post-Production Services & Graphic Design

EDUCATION

Bachelor of Arts - Communications. Marywood University, Scranton, PA

ORGANIZATIONS AND AWARDS

- Emmy Award - National Academy of Television Arts & Sciences - editor/designer
- Janet Weis Children's Hospital Family Advisory Board
- Make-A-Wish Foundation of Greater Pennsylvania and West Virginia volunteer



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REFERENCES

Heather Davis

Director, Marketing & Communications
for Education
Geisinger College of Health Sciences
525 Pine Street
Scranton, PA 18509
570-504-9071
hmdavis1@geisinger.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
570-237-5617
rwilliams@HospiceSacredHeart.com

Andrea Mulrine

Title IX Coordinator / Project Manager
Office of Institutional Compliance
and Accreditation
Geisinger College of Health Sciences
525 Pine Street
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Becky Stitzer

Creative Services Director
WBRE/WYOU-TV
62 South Franklin Street
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570-706-7425

Chris Mackey

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Aura Design Group
27 North Main Street, Suite 302
Carbondale, PA 18407
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Sean Finn

Creative Services Director
WCTI/WYDO
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Chad Arentz

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Sandra Gonzalez

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Al Kornak

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