


SHANNON DANNETTELE

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SUMMARY

- Involved in publicly traded companies as well as smaller businesses since 1999.
- Held positions as Senior Designer, Art Director, Creative Director, & Marketing Director.
- Contributed to and has experience in almost every other company department such as Engineering, Production, IT, Customer Service, Sales, R&D and Accounting.
- Since 2009, helped brand, establish, and grow candy & sprinkle company (Sweets Indeed, LLC). Within the last 3 years, focused on online retail sales and grew it to over \$1 million in annual B2B/B2C sales. Sold company in 2019.

EXPERIENCE

Owner / Photographer / Designer

The Pixel Studio

Jun 2005 - Present (16 Years)

- Creative Specialist in Photography, Graphic & Web Design, Videography and UX/UI Design.

Sales, Marketing & Creative Consultant

Just Bloom / Vida Ready

Jan 2020 - May 2021 (1 year 5 months)

- Completely rebranded the company from Just Bloom to Vida Ready
- Advised in the addition and implementation of a dozen supplemental products
- Produced 100+ social media posts
- Created dozens of How-To recipe videos
- Photographed and edited over 1,000 product and lifestyle shots
- Grew Amazon Sales over 500% YoY
- Helped grow website sales over 700% YoY
- Maintained and analyzed a very modest marketing budget across all platforms (Amazon Advertising, Facebook Ads, Google Ads)

Director of Retail Sales, Creative, and Marketing

Sweets Indeed

Aug 2009 - Aug 2019 (10 years)

Combined Role of Creative Director and Online Retail Sales Admin.

ACCOMPLISHMENTS:

- In 2 years, created an Amazon presence and brought annual Amazon sales to over a half million dollars.
- Established all branding and outward facing presence via 4 Sales Channels (Etsy, Amazon, Walmart, Shopify) and Social Media accounts.
- Created all graphics & web design, as well as all major product and lifestyle photography & videography.

DUTIES:

- Created and managed company and product branding
- Designed & created all product packaging, brochures, videos, PPTs, sales materials & social media
- Photographed all products for listings and social media
- Designed trade show booths specific for each show
- Supervised 3 sales channels (Shopify, Etsy, Amazon)
- Daily supervision & budgeting of Advertising campaigns for Amazon, Google Ads, and Facebook Ads
- Content creation and implementation of Product Listings on all Sales Channels
- Handling of Customer Relations via all 3 sales channels
- Assisted in product sales at dozens of trade shows

Creative Director

BIOLASE, Inc.

May 2012 - Sep 2013 (1 year 5 months)

- Supervised and designed ALL logos, collateral, newsletters, annual reports, newspaper, magazine ads, brochures, posters, mailers, trade show booths and more.
- Designed and helped develop UX/UI for the company’s Dental Lasers.
- Composed and edited 100+ videos for Trade Shows, Customer Service, Training and Web.
- Collaborated with and supervised writers, artists, photographers and other professionals.
- Prepared dozens of dynamic interactive presentations.
- Maintained ALL Company and Product Branding.
- Created and developed seasonal marketing campaigns in partnership with Marketing Director.
- Directed and supervised 20+ photo shoots and video shoots.
- Managed up to 10 person staff of video, web and print designers (internal and external)

Graphic Designer

Balboa Water Group

Mar 2008 - Sep 2009 (1 year 7 months)

- Designed over 100 projects, web sites, main pages, UIs, and logos.
- Prepared dozens of presentations for small and wide audiences using PowerPoint, Flash and AcrobatPDF.

Art Director / IT

Trudental / Degam MedSpa

Jun 2005 - Aug 2006 (1 year 3 months)

Two separate companies owned by the same person. Trudental was a pioneering, high tech dental office that provided its own dental plans. Degam MedSpa was a luxury MedSpa for high profile clientele.

- Designed 100+ projects in print that included logos, collateral, newsletters, annual reports, newspaper, magazine ads, brochures, posters, mailers, trade show booths.
- Supervised the development of image appropriate to both companies.
- Created and directed dozens of marketing campaigns.
- Managed Windows 2003 Server System for both companies.
- Maintained over 40 client computers throughout both companies.

Senior Graphic Designer

Biolase Technology

Jun 2002 - Apr 2005 (2 years 11 months)

- Designed 1,000+ logos, collateral, newsletters, annual reports, newspaper, magazine ads, brochures, posters, mailers, trade show booths and more.
- Edited and composited digital audio and digital video: AfterEffects, Soundtrack, DVD Studio Pro, FinalCut Pro, Motion.
- Collaborated with writers, artists, photographers and other professionals.
- Prepared dozens of presentations for small and wide audiences using PowerPoint and Keynote.
- Supervised branding appropriate to the company.
- Created and directed dozens of marketing campaigns.
- Managed a 5 person team of video, web and print designers in producing concepts and projects for company.

Graphic Designer

eToys

Jun 1999 - Aug 2001 (2 years 3 months)

- Designed projects, web sites, main pages, UIs, including logos, identities.
- Collaborated with programmers, coders, writers, editors, designers and photographers.
- Integrated dynamic media in page design: Flash, Quicktime, Director.

EDUCATION

Indiana University Bloomington - General Studies

Bloomington High School North - Diploma

SKILLS

Web Design (20+ years) • Graphic Design (20+ years) • Corporate Branding (20+ years) • Photography (10+ years) • Advertising & Marketing (15+ years) • Video Production & Editing (5+ years) • Brand Development • Sign language (30+ years) • Amazon Seller Listing and Ad Campaign Manager (5 years) • WordPress (10+ years) • Social Media Management (8 years) • Google Analytics (5 years) • SEO (8 years) • PPC Campaign Management (4 years)