

SHANNON LAWRENCE

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From \$500k+ new business pitches with fast turnaround, to deep-dive projects lasting months, throw it at me, **I problem solve.**

As a generalist with an ego-free attitude, mature perspective, and a communicative and collaborative work style, **I deliver.**

Recognized for the ability to collaborate with Fortune 50 CEOs to the freshest new hire out there, **I listen.**

WHO I AM

Creative Director with extensive international experience managing remote teams working on brands, product launches, new business presentations, signage, event design, etc.

- Proven ability to successfully strategize and manage the creative process concept through launch for large and small brands, from both a creative and business perspective.
- International experience in strategy and creative processes, in both agency and in-house environments, backed by a solid, hands-on, graphic design background.
- Extensive experience working with C-Suite executives and Fortune 500 companies.
- Deep project, print, freelance and vendor management.

EXPERIENCE HIGHLIGHTS

Created, sourced talent, and managed the in-house studio team for **Weber Shandwick NYC** providing 24/7 international design support working with remote teams.

- Directed the design of business pitches averaging \$500K each for Fortune 500, our team designed over \$2 billion worth of RFPs.
- Reported directly to C-Suite, often working side by side.
- Averaged 400+ projects a year with extremely tight deadlines. Team also designed Weber / IPG corporate communications, annual reports, white papers, infographics and event materials for global meetings, etc.

Directed, designed and managed all aspects of the marketing chain at the **Chopra Center** (featuring Deepak Chopra) - brand development, public relations, on and off-line advertising, website, SEO, collateral, freelancers, vendor relationships, research, etc. My contributions resulted in a 200% increase in seminar and on-site program attendance.

- Built and executed a creative, integrated, multi-channel marketing plan within one year which drove a 21% revenue growth from \$4.0 to \$4.8 million. Next year reached a 54% revenue increase from \$4.8 to \$7.4 million.
- Redesigned the email campaign strategy and creative, procuring a 24% growth of online newsletter subscribers and prospective leads. Open rates averaged over 20%.

As Studio Manager, we launched Cable & Wireless mobile telecommunications as a new service to 18 Caribbean markets at **BB&P**.

- Over 30 separate country-specific elements were required for each market within a two-month launch window, including packaging, in-store displays and a vendor branding guidelines tutorial.
- Coordinated production of print, TV and radio commercials [talent scouting, art directing and managing production], throughout the Caribbean, Canada, US and UK while contributing as senior graphic designer.

In all positions I assisted or directly negotiated creative relationships, establishing freelancer networks, printers and a myriad of vendors.

Including Extensive Brand Experience

With exposure to 100's of brands, I've become highly skilled deciphering client's guidelines for a project or creating a standard if they do not. I admire consistently executed and thoughtful brands.

Noteworthy clients have included:

Automotive - Alfa Romeo, Auto Trader, Exxon, General Motors Caribbean & Latin America (GMIS)
Finance - Barclays, Bank of America, Cayman National Corporation, Deloitte, PricewaterhouseCoopers, UBS
Food & Beverage - Budweiser, Chobani, Dewars, KFC, Kraft (Oreos), Mondelez, PepsiCo
Healthcare - Bristol-Myers Squibb, Gilead, GSK, Genentech, Pfizer, Novartis, Roche, Siemens
Hospitality - Best Western, Hilton, Royal Caribbean
Real Estate - Dart Management (Cayman), Island Heritage (Cayman), Pelican Bay (Naples), multiple developments
Retail - Cable & Wireless (Caribbean), Dreamworks, Nike, P&G, Samsung, Sonos, Verizon, Unilever
Technology - Boeing Corporate, Boeing Defense & Space, Northrup Grumman, Norton Utilities
Tourism - Cayman Arts Festival, Islands of the Bahamas
Misc - GAF (roofing), Gates Foundation, The Economist, Standard Industries, US Army, US Census

EMPLOYMENT HISTORY

Creative Director - Freelance (remote - various clients)
Shannon Lawrence Creative, August 2016 – present

Global Interim Creative Director (remote)
The Economist, Nov 2018 – August 2019

Creative Director / Vice President (New York)
Weber Shandwick, August 2009 – June 2016

Art Director (New York)
Fathom Creative, June 2008 – August 2009 (closed)

Marketing Director (Carlsbad, CA)
Chopra Center, January 2006 – December 2007

Studio Manager / Account Executive (San Diego)
Juddesign, May 2004 – December 2005

Studio Manager / Creative Manager (Cayman Islands)
BB&P, May 1997 – May 2004

More upon request.

SKILLS

Adobe Creative Suite
Illustrator, InDesign, Photoshop, XD

Google Suite
Slides, Docs, Email, asset management

Microsoft 365
PowerPoint, Word, Excel

EDUCATION

California State University (Fullerton)
BA Communications, Minor Graphic Design

Cheyenne Mountain (Colorado Springs)
K - 12

INTERESTS

Skiing, white water rafting, kayaking, live performances of any ilk and anything involving nature, including space news.