

CONTACT

✉ shannon.glenn22@gmail.com

☎ (072) 055 1004

🏠 2 Tim Ave. Edenglen JHB

EDUCATION

GRAPHIC DESIGN DIPLOMA

2000
HIRT & CARTER

USER EXPERIENCE DESIGN

2016
UCT | GET SMARTER

DIGITAL STRATEGY

2017
BRITFIRE

COMPUTER SKILLS

Adobe Creative Cloud -
Photoshop, Indesign,
Illustrator, Dreamweaver,
After Effects
Office 365 - Word, PPT, Excel,
Outlook,
Mac Expert | PC Proficient
Wordpress, Hootsuite,
Hubspot

SOCIAL

🌐 [linkedin.com/in/shannon-glenn-0b341131/](https://www.linkedin.com/in/shannon-glenn-0b341131/)

SHANNON GLENN

Creative Director

ABOUT

I've been in the design and advertising industry for 17 years and I love it! Not a single day is ever the same and each day presents its own set of challenges. While print is my passion and where I have the most experience, over the past 7 years I've focused on honing in on my digital skills and acquiring a few extra certificates along the way. I'm always keen to learn more, do more and experience more.

CORE COMPETENCIES

Art Direction	Quality Control and Assurance
Campaign Strategy	Finished artwork, DTP & Reproduction
Conceptualisation	Brand Management
Go-to-market Strategy	Layout and Print Design
Web Design and Development	Digital Marketing
UX and UI design and practitioning	Mentorship of Junior Designers

EXPERIENCE

CREATIVE DIRECTOR

Leads Machine by Trudon | May 2016 - Present

As the digital Creative Director of Leads Machine, my typical daily tasks include briefing in of new projects to the creative team, managing workflows and traffic within the team, generating quotes on new projects, strategising with the sales team for potential clients and pitches, attending senior management meetings, taking on overflow work within the studio if things get too busy, attending client meetings to take briefs and kick-off new projects, pitching campaigns to new and existing clients and occasionally attending industry-related seminars and workshops.

CREATIVE DIRECTOR

Pure Graphic Design | June 2010 - May 2016

- Business management – all aspects from bookkeeping to marketing and purchasing
- Creative and art direction and conceptualisation
- Design, layout and print set-up
- Finished artwork and reproduction
- Web Design and Development
- Social Media Campaign development and management
- Digital design and campaign management
- Client liason and servicing
- Planning and budgeting of projects within required deadlines
- Supplier sourcing and procurement

SIDE NOTES

- Non-smoker
- Tea fanatic
- Work smart attitude
- Multitasking professional
- I make lists - lots of lists
- Stickler for punctuality

REFERENCES

LYNDON MUNETSI
MD | LEADS MACHINE
☎ 082 585 0222

EXPERIENCE CONTINUED

HALO ADVERTISING

Freelance Contract | Finished Artist/DTP | June 2014 - June 2016

- Supply of finished artwork for press on supplied campaign artwork
- Desktop Publishing
- Freelance Design and overflow work from agency studio

SENIOR DESIGNER

In-Detail Advertising & Design | September 2003 - May 2010

- All forms of design (print, packaging, OOH, vehicles) from concept to delivery
- Web and digital design – EDM's, HTML and Wordpress
- Design of Corporate Identities and advertising campaigns for a diverse range of clients across multiple advertising platforms
- Taking of briefs and strategising with the client to get the most mileage out of their campaign and budget
- Quoting on production items and overseeing the project from design to finished product
- Training of junior designers

CAREER OBJECTIVES

Having worked my way up the 'agency ladder', I'm now looking to fill a managerial role within your company, specialising in Marketing and Strategy. I believe that my all-round skills can be beneficial to any business. I have the added benefit of having run my own design business for 5 years, so I know what it means to 'move the needle' and 'improve the bottom line'. I've enjoyed working in the corporate sector over the past 2 years. While it's fairly rigid operationally, I've learned valuable people and managerial skills. I'm looking for a challenge now to blend both corporate and agency-life together and work on bigger and better clients and campaigns.