

Shannon Lowell Frady

Writer / Visual Content Producer

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Authorized to work in the US for any employer

- *Key copy and media contributor, from Intranet manager for J.P. Morgan in New York to photo library development for Malaysia Airlines to 4K video content production and post-production, social media management for multiple clients, and more*
- *Following initial study at Syracuse University followed by some 20 years of global travel and life experience, resumed studies and graduated Magna Cum Laude at Walter Cronkite School for Journalism and Mass Communication, Arizona State University*
- *Over 10 years experience in commercial print photography, production and design for clients including **IBM, Shell Oil, Olay, Microsoft, Coca Cola**, and many others*
- *In-depth understanding of balancing tailored client needs with budget-dictated capability*
- *Excels in dynamic environments which require innovative thinking and flexibility*

SKILLS

4K video, Adobe Creative Suite (specializing in Photoshop, Premiere, and InDesign), advertising, anamorphic lens filming, AP Style, Apple Motion, art direction, blogging, branding, commercial photography, creative direction, cross-media, editorial, ENPS/News Production, entrepreneurship, feature film production, Final Cut Pro, Google Analytics, interactive web, javascript, marketing, marketing communications, multimedia production, PHP/CSS, photography, photojournalism, post production, public relations, Ronin MX 3-axis camera stabilizer, screenwriting, short films, social media, transmedia, video production, WordPress

RELEVANT WORK EXPERIENCE

Visual Information Specialist (GS-12 Series 1084, Temporary Position, Extended to April 2018)

Defense Logistics Agency - Philadelphia, PA – 40 Hrs./Week, August 2016 – Present

Employee of the Month, May 2017

Superior Civilian Service Award, 2017

Job Summary

Served as a visual information specialist responsible for the planning, design and display of such visual materials as photographs, illustrations, diagrams, graphs, objects, models, slides and charts used in books, magazines, pamphlets, live or video recorded presentations and other means of

communicating visual information in order to publicize, promote, and create a favorable image of the Agency's programs, goods, and services to internal customers and external publics. Visual products planned, designed, and developed, coordinated and executed regularly involve comprehensive visual aspects of unique, one-of-a-kind presentations where little or no precedent situations exist.

Skills Used

Writing, editing, photography, project management, Adobe Creative Suite, printing, mounting, creative direction, customer service

Social Media Manager

Cinevision Global INC - Los Angeles, CA – 40 Hrs. / Week, May 2014 - August 2016

Responsibilities

Wrote, edited copy for B2B marketing of film library; shot and edited video content for video stock footage library; wrote copy and created multimedia content for social media dissemination; developed brand, logo, style guide and long range strategy for repurposed, licensed content derived from film library; managed a film library database containing detailed information on over 2,000 titles; supervised intern; developed PR strategy and continued business development; performed story research and international consulting.

Accomplishments

Greatly increased efficiency of operations and brought clarity of vision and constant stream of new, pragmatic ideas for development

Skills Used

Writing, editing, video production and post-production, HTML5, CSS, JavaScript, project management, Adobe Creative Suite, leadership

Freelance Visual Content Producer

MULTIPLE CLIENTS - 2000 to Present

2003-2015: Photographed for international magazines including *The Economist*, *MIT Tech Review*, *Elle*, and others; Coordinated and produced numerous international media and advertising campaigns for major international clients including **IBM, Microsoft, Shell Oil, Malaysia Airlines** and numerous others

Reporter/Analyst

US Army - Fort Gordon, GA – 48 Hrs. / Week, 2009 to 2012

Wrote, edited and completed a large volume of reports, a significant portion of which were briefed to senior officials at CIA, the State Department and US European Command

Intranet news editor, corporate communications

J.P. Morgan - New York, NY – 40 Hrs./Week, 1999 to 2000

Responsibilities

Scanned Bloomberg News for articles relevant to JP Morgan, composed ledes and summaries and posted on company intranet

Accomplishments

Contributed improved efficiency, relevancy and regularity to company-wide news distribution, enabling more informed business decisions

Skills Used

HTML, editing, writing, AP Style, editorial judgment

EDUCATION

Magna Cum Laude, BA in Journalism and Mass Communication Arizona State University, Walter Cronkite School of Journalism and Mass Communication 2014
Syracuse University 1989 - 1991

MILITARY SERVICE

Service Country: United States
Branch: Army
Rank: Specialist

Active Duty: January 2009 to January 2012 (Honorable Discharge)

LINKEDIN PROFILE

<https://www.linkedin.com/in/shannon-frady-9808b410>

PUBLICATIONS

PURE: A Photo-Annotated Screenplay

<http://www.amazon.com/gp/product/1501085131>

ADDITIONAL INFORMATION

Languages: English (native); Spanish/Mandarin (basic conversational);
Founder, Vettage.com -- "Journalism, Decentralized" (in development)

REFERENCES AVAILABLE ON REQUEST