

SHANNON SIEGEL

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SUMMARY

Adaptable, experienced design and administrative professional with the ability to bridge design needs and business processes within an organization. Recognized as a creative and artistic talent with a track record of transforming complex ideas and concepts into visual design. Resourceful, quick learner, and strong team player.

- Web design
- Graphic Design
- Multimedia Design
- Desktop Publishing
- Administrative Support
- Office Management
- Content Development
- Marketing Implementation

WORK HISTORY

AMERICA'S CHOICE, Chicago, IL

2010-2011

Administrative Assistant, Part time

Office management, word processing, excel spreadsheets, billing.

- Schedule logistics for professional development local meetings and regional conferences as well as improve tracking system for professional development equipment and materials
- Manage inventory, office supplies and vendor services
- Transcription and PowerPoint presentations for Regional Manager
- Customer service and receptionist duties for staff and clients
- Developing and designing space management plan for on-site storage of company files

MORRISON BOOKWORKS, Evanston, IL

2007-2009

Designer/Production Associate, Part Time

Office management, graphic design and marketing implementation for small educational services and publishing company

- Design and implement marketing/presentation materials, as well manage social network presence
- Customer service for clients, managing all incoming phone calls and receptionist duties
- Manage vendor services for office including office supplies, drinking water, computer network, cleaning services and utilities
- Website design, maintenance and content development
- Desktop publishing and page layout for school texts and other projects

STONE MILL BAKERY, Baltimore, MD

2003-2006

Designer/Administrative, Part Time

Administrative support, graphic design and marketing implementation for small artisanal bakery.

- Designed marketing material, uniforms and menus
- Customer service and order entry for company clients ranging from restaurant owners/managers, head chefs, cafes and individuals
- Create and manage database for company million dollar art collection

CHINA ONLINE, Chicago, IL

2000-2001

Web Designer/Developer, Fulltime

Graphic design and web content development for Chinese business and advertising news site.

- Maintained and published Internet/Intranet sites and SQL databases daily
- Incorporating interactive elements, technical coding, review and testing
- Worked closely with CIO, programmers and project managers to conceptualize, design and launch Internet sites under the company structure- Premium Solutions, Financial Services, and ChinaPop.
- Created original artwork and graphic layout of content, banner ads, photo illustrations, forms and PowerPoint presentations.

PUBLIC MEDIA HOME VISION, Chicago, IL

1998-99

Sales/Marketing Associate, Full Time

Marketing implementation for privately owned film Distribution Company.

- Assisted graphic designer in producing marketing material
- Customer service and order entry for company clients ranging from large chain video retailers, small video stores and individuals.
- Assisted the sales and marketing team develop effective and creative initiatives to enhance knowledge of and demand for company's product and services.

FREELANCE

MARYLAND PUBLIC TELEVISION, Baltimore, MD

2000-2006

SELECT ITALY, Chicago, IL

SCREEN MAGAZINE, Chicago, IL

Designer/Content Development

Create original artwork and graphic layout of content, banner ads, photo illustrations, web sites within company structure. Maintain and publish Internet site, incorporating interactive elements, technical coding, review and testing.

CHICAGO TRIBUNE, Chicago, IL

1999 -2002

Multimedia Designer

Worked closely with senior designer and art director of multimedia department conceptualizing and designing numerous in house projects, including photo retouching, After Affects and PowerPoint.

MARKET ACCESS INTERNATIONAL, Chicago, IL

2000

Web Video Production

Digitized and converted hundreds of international television commercials for upload to the web, as a part of an ongoing project to assist clients in researching and reviewing marketing and advertising strategies from all over the world.

EDUCATION

Computer Graphics/Design-Academy of Merchandising and Design- Chicago, IL

BA Communication Arts/Television/ Film Production -UW -Madison, WI

Theater and Photography-Polytechnic of West London- Ealing, England

COMPUTER SKILLS

Design/Media

Flash
Dreamweaver
Illustrator
InDesign
Photoshop
After Affects
Final Cut Pro 6
Garageband

Content Development

Knowledge of:
My SQL
Siteserver
ASP, PHP, Cold fusion
Javascript /Action Script
Joomla
Wordpress
HTML/CSS

Office

Microsoft Excel
Entourage/Outlook
Microsoft PowerPoint
Microsoft Word
Microsoft Access
Filemaker Pro