

## DAVID SHANNON

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Profile: [linkedin.com/in/daveshannondesign](https://www.linkedin.com/in/daveshannondesign) | Quick Portfolio: [krop.com/dshannon](http://krop.com/dshannon)



## Creative Director | Art Director | Brand Strategist

BRAND. MARKETING. EXPERIENCE.

Experienced brand and design professional in all aspects of creative, effective, and engaging brand marketing communications. Proven ability to create and develop comprehensive and cohesive brand marketing strategies and programs; manage multiple projects, remote and onsite staff, suppliers, and budgets; employ honesty and integrity in client relationships; cultivate creativity and lead collaborative creative efforts by:

- Creating lasting impact by seeing through ambiguity and complexity to identify business building opportunities.
- Managing and directing brands – hands-on with the visuals but also strategic in growing the brand.
- Own brand marketing initiatives and projects and assume leadership role to mentor junior members, influence senior-level thinking, and move clients to action.

### AREAS OF EXPERTISE

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- Analysis & Strategic Planning
- Business Strategy Visualization
- Brand Marketing Strategy
- Brand Identity Systems
- Design Leadership
- Marketing Communications
- Digital Strategy & Development
- Trade Show and Environments

### PROFESSIONAL EXPERIENCE

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**Senior Brand Manager**, BDA, LLC | Woodinville, WA

September 2017 – April 2020

(Acquired SwervePoint Sept. 2017)

Instrumental in re-focus of brand strategy and approach through development of brand tools, applications, and products to “Inspire Brand Action” with iconic client brands. *Key Results:*

- Instrumental in new brand marketing strategy, brand book, brand management tools
- National sales conference positioning, content, and materials
- Adaptation of previously developed client-facing marketing product

**Creative Director**, SWERVEPOINT, LLC | Danvers, MA

December 2009 – September 2017

Responsible for the visual experience of the SwervePoint brand including brand identity, marketing communications, business development materials, product development, internal branding, facilities and key client programs and products. *Key Results:*

- Brand marketing system strategy and implementation: print, digital, facilities & trade show
- Web & social media marketing strategy, development and presence
- Instrumental in strategy, design & development of client-facing product to serve as a platform for on-going national marketing
- Brand and marketing positioning were instrumental in successful sale of company in 2017

**Brand Design Consultant**, DAVE SHANNON DESIGN | Perrysburg, OH

May 2003 – December 2009

Self-employed brand identity and marketing communications consultant providing strategy and planning, creative concept, art direction and graphic design of print and digital media for local and national clients. *Key Results:*

- Developed agency relationship with Swerve Point LLC leading to initial brand identity design and ongoing marketing strategy and development
- Instrumental in growth of SwervePoint from start-up in 2004 to \$18m in sales by 2009

## **OTHER POSITIONS INCLUDE**

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**Brand Identity Manager**, CYRK ACQUISITION CORP.; **Senior Graphic Designer**, LESNIEWICZ ASSOCIATES; **Art Director**, MITCHELL & CO.; **Art Director** BOISE MARKETING SERVICES; **Art Director/Dept. Manager, Production Manager, Graphic Designer**, OSTERMAN API

## **EDUCATION**

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Associate's Degree, Associate of Applied Arts, Visual Communications, Art Institute of Pittsburgh, Pittsburgh, PA

## **ASSOCIATIONS**

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Previous member of the American Institute of Graphic Arts (AIGA), Cleveland Chapter

## **TOOLS**

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Mac & PC, Adobe Creative Suite, Apple Apps, Microsoft Apps; BaseCamp, Trello, Mural, Slack, Flock; WordPress, SquareSpace, HTML/CSS editing, Shopify, MailChimp, Social Apps, HootSuite, Google Analytics