

## WORK EXPERIENCE

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### Owner of company for broadcast, web, and live events

#### Sparkle Television

New York  
2002 – Present

- Produced [Ian Masters's](#) daily public radio news and politics program, booked guests, and created content. Built user-friendly Drupal site & revenue streams
- Video production
  - Wrote and directed videos for [Manhattan Young Democrats](#) membership recruitment and campaigns, including a [cartoon video series](#) to promote nyequality.com
  - Wrote, produced, directed, and edited video series for LifetimeTV.com, a reality pilot for FUSE TV, and a weekly political comedy stage show and video podcast with co-creator of *The Daily Show*
  - Produced syndicated television news program *Simple Solutions with Jill Cordes* and Kraft Foods commercials
  - Music and concert videos for Nada Surf, Chris Mills, Lianne Smith
- Director of Event Production and Artist Relations for [Rockster Productions](#) (Barclays Center, Bonnaroo Music & Arts Festival, Outside Lands Music and Arts, Maui Comedy Festival)
- Created 60-seat theater, music venue, and improv acting school [Magnet Theater](#), handling all startup tasks, organization, management, and promotion
- Web designer for [Pathetic Geek Stories](#) (published in *The Onion*)
- Branding, product creation, positioning, and marketing for major brands and startups. Led ideation workshops and created print ads to communicate brand concepts with industry pioneers Brand Now and Viverito & Associates
- Publisher and editor of art, politics and humor magazine [Pipe Up!](#)
- Produced and curated film screenings, variety nights, and fundraisers, including successful run of music and theater show [Beauty Love Truth](#)

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### Senior Project Manager

#### Jazz Workshop, Inc./ Let My Children Hear Music (The Charles Mingus Institute)

New York  
1997 – 2012

- Wrote grant proposal that received 2010 NEA American Masters grant for 501(c)(3) non-profit organization
  - Launched and produced national [Charles Mingus High School Competition](#)
  - Coordinated repertory band recording, clinics, and tours, including 31-musicians *Epitaph* at Jazz at Lincoln Center, Walt Disney Concert Hall, and Chicago's Symphony Center
  - Wrote liner notes, press releases, designed all promotional materials
  - Video production and editing
  - Managed music licensing and published educational books
  - Created and maintained Mingus website and social media presence (including 500,000 Facebook fans)
  - Managed staff and intern program
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### **New Media Deputy and Voter File Deputy**

**Obama For America**  
New York  
Sept 2008 – Nov 2008

- Customized New York State page on BarackObama.com and optimized tools created by headquarters to improve the volunteer user experience and boost participation in out-of-state canvassing and local phone banks
- Was integral part of data team that distributed voter file data to phone bank sites, exceeding rapidly escalating weekly goals from HQ
- Asked to take lead role on Election Day, handling data requests for all New York State phone banks, which resulted in 1.3 million Get Out The Vote calls to key states
- Updated New York State blog. Wrote, researched, and vetted volunteer-submitted reports and slideshows. Promoted selected grassroots events
- Shot and produced volunteer recruitment videos

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### **Corporate Cash Manager**

**Hollinger International Inc.**  
New York  
1999 – 2003

- Performed analysis, budgeting, forecasting, cash management, and debt repayments for global newspaper and Internet company
- Investor relations: maintained investor database, issued press releases and created quarterly reports, website updates, and Annual Report production
- Managed personnel and technology, including all onsite IT

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### **EDUCATION**

**1987 - 1991 The University of Chicago, BA in US History, Dean's List**

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### **SKILLS**

Web: HTML, CSS, PHP, Drupal, WordPress, Dreamweaver, social media strategy and implementation  
Video production and editing: Final Cut Pro 5, 7 and X, Adobe Premiere  
Graphics and layout: Photoshop, Pages  
Other Software: Blue State Digital, Convio, FileMaker Pro, QuickBooks  
Spanish & French fluency  
**2014-2015 Officer on Board of Directors of the University of Chicago Arts Alumni Network**

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### **RECOMMENDATIONS**

#### **David Pollak, New York State Director, Obama for America**

"Shannon was a dedicated and hard worker in an impossibly stressful environment - a Presidential campaign. She worked long hours, beat all deadlines, and she and her team accomplished the impossible, generating 1.3 million GOTV phone calls from more than 20 volunteer phone banks throughout the State."

#### **Benjamin Yee, New Media Director and VoterFile/Data Manager, NY, Obama for America**

"During the Obama campaign Shannon was indispensable to the functioning of the New Media department. Shannon's skill set is diverse - capable of helping with both web design and programming as well as creating the content necessary to make a website worth visiting. She is also more than capable of independent action, figuring out ways to solve problems that were posed to her. A pleasure to work with and very humorous, she has become a good friend of mine post-campaign."

#### **Jerilyn Bliss, Vice President, Corporate Communications at Scripps Networks - HGTV, Food Network, DIY Network, Fine Living Network, GAC**

"Shannon wasn't just a production coordinator; she was a referee, time-keeper, animal trainer, cheerleader and miracle worker on our productions. She's the best."