



SHANNON L. FRADY

VISUAL CONTENT PRODUCER

[in https://www.linkedin.com/in/shannon-frady-3b8ab0233/](https://www.linkedin.com/in/shannon-frady-3b8ab0233/)

Internationally experienced visual information specialist interested in solutions to climate change, AI governance and geopolitical strategy

RECENT EXPERIENCE

DEFENSE LOGISTICS AGENCY

VISUAL INFORMATION SPECIALIST | August 2016-May 2023

- Planned, designed and created displays of photographs, illustrations, diagrams, graphs, objects, models, slides and charts used in books, magazines, pamphlets, brochures and live presentations
- Initiated video production, equipment procurement and SOP 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
- In support of COVID-19 response, produced, filmed, and edited over 10 Commander's Check-In videos distributed to DLA's global workforce.
- Skills Used: Writing, editing, proofreading, photography, video production, videography, editing, design, project management, Adobe Creative Suite, printing, mounting, creative direction, customer service
- Saved over \$250,000 in external expenditures

CINEVISION GLOBAL INC.

SOCIAL MEDIA MANAGER | MAY 2014 - AUGUST 2016

- Wrote, designed content 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 film library database containing detailed information on over 2,000 titles
- Repurposed database for use in Wordpress site: <https://www.cinevisionglobal.com>
- Supervised interns
- Developed PR strategy and continued business development; performed story research and international consulting.
- 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

FOTOSONICS.COM

VISUAL CONTENT PRODUCER | 2003 - present

- Produced, edited, shot international print ad and editorial campaigns for **IBM, Shell Oil, Microsoft, Swarovski, Olay**, among many others, regularly providing clients with more content within budget
- In-situ design work for **Coca-Cola** for the 2008 Olympics; **Symantec** for online marketing
- In-depth understanding of balancing tailored client needs with budget-dictated capability
- Excels in dynamic environments which require innovative thinking and flexibility

ACHIEVEMENTS

FILM: Philadelphia Independent Film Festival 2020 "BEST OF" Sci Fi Category, selection of 16 films from 800 submissions from around the world; LA Shorts Awards: Best Short Film (Bronze); Best Cinematography (Platinum); NYC Indie Film Awards: Best Short (Platinum); Best Cinematography. Hollywood Film Competition Official Selection; Independent Shorts Awards: Best Sci Fi Short, Best Cinematography, Best Original Story

PRINT:

[THE LONG KISS GOODBYE: A CHINA PICTORIAL MEMOIR \(Barnes & Noble\)](#)

[FACTION \(Barnes & Noble\)](#)

CERTIFICATIONS: UX Design Program, Digital Workshop Center

TOOLS

Sketch
Adobe Creative Suite
Blender 3D
Apple Motion
Figma

LANGUAGES

HTML/CSS
Javascript
PHP

SKILLS

INTERACTION DESIGN
VISUAL DESIGN
CAMPAIGN + BRANDING
PROJECT MANAGEMENT
MOTION GRAPHICS

EDUCATION

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, 2014

MILITARY SERVICE

U.S. Army TS/SCI / E4 / Honorable Discharge 2009-2012