



# Shannon Reed

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## Education

### **Boston University**

Boston, MA

B.S. in Advertising, December 2009

**Relevant Coursework:** *Interactive Design in Communication, Computers in Communication, Advertising Management, Advertising Strategy, British and European Marketing, Design and New Media AdLab – Interactive Designer for Carson Kressley, D&A Repairs, and Foundation for Rowing Education*

Study Abroad at Boston University in London, Spring 2009

## Experience

### **NBC Universal, Oxygen.com, Digital Media Design Intern**

New York, NY

*May – August 2009*

- Designed newsletters, promotions, microsites and flash animation for Oxygen.com
- Created promotional images for page takeovers like “The Ugly Truth” and “My Sister’s Keeper”
- Winner and one of 15 out of 100 applicants chosen to participate in the NBC Reel Intern Contest
- One of 20 out of over 100 applicants chosen to be a NBC Universal Campus Representative

### **Webb Communications, Social Media Intern**

New York, NY

*May – August 2009*

- Compiled a social media plan for clients including Twitter, Facebook, LinkedIn, and YouTube
- Managed and created client websites using Photoshop and Dreamweaver with HTML, CSS, Cold Fusion
- Edited and designed Flash presentations and banners in standard advertising sizes
- Wrote Press releases and distributed them using PR Newswire, PR Log and other services

### **WTF Creative, Visual Design Intern**

London, United Kingdom

*February – April 2009*

- Created banners and other interactive advertisements for clients like Warner Brothers
- Edited and prepared creative for presentations and print on DVDs and other media

### **PJA Advertising and Marketing, Traffic Intern**

Cambridge, MA

*September – December 2008, September – December 2009*

- Coordinated account management and creative to make production deadlines
- Composed 360 banners and page takeovers for Novell and banners for Linux

### **Slamm Creative, Graphic Design Intern**

West Chester, PA

*May – August 2008*

- Graphic Design for Preston and Steve website and Slamm branding material
- Competitive analysis on advertising agencies for redesign of Slamm brand

### **Fstopjournal.com, BU Student Photographic Journal, Editor-in-chief**

Boston, MA

*September – December 2007*

- Redesigned and launched fstopjournal.com
- Compiled and uploaded slideshows with audio in HTML with Fetch

### **The Daily Free Press, BU Student Paper, Online Photo Editor-in-Chief**

Boston, MA

*January – May 2007*

- Selected and edited photographs in Photoshop for publishing online
- Compiled slideshows and posted them using HTML – also participated in website redesign

### **College of Communication, COM Ambassador**

Boston, MA

*September – December 2008*

- Managed a group of 20 freshmen, introducing them to COM and planning and attending events with them
- Lead tours around the COM building to prospective students and parents

## Skills:

Adobe Creative Suite, Microsoft Office, LexisNexis, Mintel, Audacity, Soundslides, MRI Plus, MAC, PC, Web-HTML, Flash-ActionScript3, WordPress, CSS, Basic French