

SHANNON BARNES

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www.shannonmedia.net

SUMMARY

Freelancer content Producer - assignments ranging from digi, t.v and radio. Proven ability to work in various team environments; develop fresh creative and execute a project from concept to execution. Most notable achievements include, producing both live action and visual effect driven creative in various mediums, supervising high-profile clients projects, and managing large-scale advertising teams.

PROFESSIONAL EXPERIENCE

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| ROGUE PRODUCER | New York, NY | On going |
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Freelance producer

- Content producer for Jim Beam

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| Bullet | New York, NY | On Going |
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Freelance Producer

- Content producer for 14 web videos Cleint Robert Mondavi.

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| Brand Name | New York, NY | Sept 2010 |
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Freelance Post On-line / Graphics Producer

- On-line Graphics producer Assessing jobs with designers and artists to generate estimates and schedules to reflecting labor needed for creative execution. Client interaction, creative trouble shooting and vendor negotiation. On-line, flame work, title design, and retouching.

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| Doremus | New York, NY | On Going |
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Freelance Producer

- Lead producer for Financial Round table pitch for, New York Times Magazine Promotional film. Producer for Integrated marketing campaigns for clients; Addecco, Bearing Point, and Knight Capital Group.

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| Mother | New York, NY | January 2009 |
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Freelance Producer

- Lead producer for NBC promotional campaign called "Golden Local," shot in 9 affiliated stations located in cities across the US and aired in January 2009.
- Collaborated with creative teams on the production of Dell computer television ads.

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| JWT | New York, NY | April 2004- April 2008 |
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Senior Producer of Broadcast and Integrated Media

- Responsible for the production of a number of high-profile clients such as; Jet Blue, Diamond Trading Company, Smirnoff, Schick, Dominos Pizza, Welch's, Kraft, Pfizer, and Kimberly Clarke.
- Over seas Japan, New Zealand, Canada, and South America for large-scale productions.

FALLON**New York, NY****August 2003- April 2004***Freelance Producer*

- Responsible for the production of a number of campaigns for Virgin Mobile, Brawny, Sports Illustrated, Dave & Busters, and Starbucks.

Wild Child / Voodoo**New York, NY****September 2002- September 2003***Producer –Editorial and Visual Effects*

Responsible for the post production both editorial and visual effects for a number of campaigns for Frontier Airlines, Old Navy, AT&T, Heineken, Wendy's, and Verizon.

- Scheduling of jobs, editorial staff, designers and assistants, actualizing and billing out final costs.

Grey Worldwide**New York, NY****February 1999- September 2002***Associate Producer*

- Responsible for the production of a number of campaigns both Radio and T.V. for American Plastics Council, New York Lottery, Scotch Tape, ScotchBrite, Trip.com
- Assisted Senior Producers in day-to-day production tasks by coordinating schedules with vendors, recruiting, and creative teams

EDUCATION and VOLUNTEER WORK**Southern Connecticut State University New Haven, CT**

School of Communications- Marketing and Advertising- BS

School of English/ Literature- Creative Writing and Theater- BA

GPA: 3.2

- Volunteer stage crew and actor with the SCSU Theatre company, Long Wharf Theatre
- Fundraiser for the Naked Company and God Light Productions located in downtown New Haven.
- Summer Intern as the Assistant Art Director with Playwright Horizons in New York City
- Lighting engineer for Intar Theater for Summer shows.
- Volunteer for New York Horse Rescue in Manorville NY.
- Volunteer Summer fundraiser at Play-Writes horizons Theater company in NYC.