

Shawn Riddle

Atlanta, GA



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<http://www.shawnriddle.com>

Summary

Dynamic, detail-oriented, and flexible creative. Offering an extensive experience in graphic design, photography, videography, user interface and social media marketing. Exceptional ability to identify the client's needs and implement the best strategies possible, to increase brand visibility, user interface design and revenue allocation through creative processes.

Thriving in fast-paced environments and have the ability to complete time sensitive projects, without compromising quality. Experienced researching and discovering new, cost effective solutions to marketing & advertising needs, that also stand out from the crowd.

Graduate of the Art Institute of Atlanta-Decatur with degree in Advertising Design.

Specialties:

- Graphic Design for Web/Print
- Social Media marketing/advertising
- Photography
- Video Production, Video Editing
- Problem-solving.

Mac & PC Proficient

Programs Used: Adobe Creative Suite (Photoshop, Illustrator, InDesign etc.), Final Cut Pro X,

Experience



Multimedia Specialist

Atlanta Housing

Jul 2022 - Present (1 year 3 months)

Primary Photographer and Videographer for agency wide tasks for internal and external audiences.

Responsible for ensuring the company's brand, identity and vision are maintained consistently and communicated effectively through the coordination of multimedia communications, with a focus on stakeholders.

Responsibilities:

- Worked from concept drawings, sketches, models, and/or verbal instructions to develop and execute communications/marketing materials involving computer graphics, video, text, and sound
- Designed, deploy, and maintain internal cable television content, ensuring appropriate enhancements are made with regard to new media productions
- Participated in or directed the production of various media, including designing slide presentations, producing and editing content for internal video monitors and the agency intranet page.

- Served as technical expert for assigned work areas: photography/videography and audio-visual support for enterprise-wide activities
- Provided internal/external creative and developmental support on collateral items and marketing materials
- Performed digital photography services for printed marketing materials and at various agency and community events
- Oversaw program signage and graphic displays to ensure quality and consistency of presentation
- Provided creative support in the development of logo, theme, awards, promotional materials for support events, feasibility of reprinting, and training handout development
- Researched new trends and capabilities in audiovisual technology

Winner of 2023 AMY Award



Creative Director (Photography/Videography)

Shawn Riddle Photo

Aug 2019 - Present (4 years 2 months)

Production company specializing in both Photo & Video projects, from pre-production to delivering the finished product. Experience in a wide range of industries including projects for beauty brands, weddings, corporate companies and music videos for recording artists to name a few. Day to day tasks include: Budgeting, pre-production, location scouting, talent casting, direction, lighting, camera operation, editing.

Winner of multiple Kansas City based awards including the Pitch KC & Kansas City People's Choice Awards



Photographer

Pink Lipps Cosmetics

Apr 2012 - Present (11 years 6 months)

Lead Photographer & Videographer behind the look of Pinklipps promotions and marketing.



Multimedia Communications Coordinator

Atlanta Housing

Jun 2022 - Jan 2023 (8 months)



Graphic Artist

TradeNet Publishing, Inc.

Aug 2018 - Mar 2020 (1 year 8 months)

Graphic Artist tasked as the visual liaison between the client's art files and the press machines. The last set of eyes before a job goes into print. Day to day tasks include: file setup and color conversion for print press.

Multimedia Specialist

Dzynez Media

Aug 2008 - Mar 2020 (11 years 8 months)

Managed over 200 client accounts on projects as needed ranging from simple digital graphics for social media promotion to full print/web marketing campaigns. This position garnered the skillset expansion in photography and videography services.

Day to day tasks include: consulting, design, file management, for print and web platform usage.

Large Print Assembly Tech

H&H Color Lab

Sep 2012 - Dec 2013 (1 year 4 months)

Large Print Assembly | Seasonal Position

- Produced & Packaged Vinyl Banners, Framed Prints, Wall Clings & Canvas Gallery Wraps
- Managed Large Format Printer (Epson Stylus GS6000 Printer)
- Checked for Color/Print Quality consistency

Education

The Art Institutes

Advertising, Graphic Design

Sep 2009 - Jun 2011

Diploma program at the Art Institute of Atlanta - Decatur

Metropolitan Community College-Penn Valley

Associate in Arts, Graphic Design

2007 - 2009

Licenses & Certifications

 **Google UX Design Certificate** - Google

Skills

Video Post-Production • Audio Recording • Adobe Audition • Communication • Content Strategy • Microsoft Office • Project Management • Creative Problem Solving • Editing • Graphic Design

Honors & Awards

 **Best Videographer** - Kansas City People's Choice Awards

Aug 2019



Best Videographer/Filmmaker (Business) 2020 - The Pitch KC Magazine

Oct 2020

<https://www.thepitchkc.com/bestofkc20/#/gallery?group=354042>



Best Videographer - Kansas City People's Choice Awards

Aug 2021

<https://www.facebook.com/KCPeoplesChoiceAwards>



"Best of KC" Best Photographer (Artistic) 2021 - The Pitch KC Magazine

Nov 2021

<https://bestofkc2021.thepitchkc.com/PitchKC/bestofkc2021/arts-and-entertainment/best-photographer-artistic>



"Best of KC 2021" Best Filmmaker (Artistic) 2021 - The Pitch KC Magazine

Nov 2021

<https://bestofkc2021.thepitchkc.com/PitchKC/bestofkc2021/arts-and-entertainment/best-filmmaker-artistic>



AMA Atlanta AMY - Multicultural Advertising (B2B or B2C) - American Marketing Association - Atlanta

Mar 2023

AMA Atlanta 2023 AMY Award Winners for Multicultural Advertising (B2B or B2C) - Atlanta Housing Supplier, Diversity, and Inclusion Marketing