



SHANNON MURRAY

Marketing Specialist, Graphic Designer, Project Coordinator



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TECHNICAL SKILLS

- Adobe Creative Suite (Highly Proficient in Illustrator, InDesign, Photoshop, Express, & Acrobat)
- Digital Illustration and iconography creation
- Microsoft Office (Advanced in Word, Excel, and PowerPoint)
- Apple iWork (Advanced in Pages, Numbers, and Keynote)
- Google Workspace (Proficient in Drive, Docs, Sheets, and Slides)
- Google Business/SEO
- AI-assisted creative development (ChatGPT, image generation tools)
- Website Building Platforms (Wix, Wordpress, Squarespace, etc...)
- Constant Contact
- Canva
- Zoho CRM

Solution-driven marketing and design professional with 20+ years of experience developing brand strategy, digital and print collateral, and integrated marketing campaigns.

Proven leader, educator, and creative strategist known for delivering cohesive brand experiences, efficiency, and measurable growth.

EXPERIENCE

Freelance Graphic Designer

Shannon Murray Design, 2002-Present

- Working with various types of clients to produce creative solutions, from brainstorming concepts to execution of final materials (digital and print)
- Helping to develop brand concepts and ensuring brand unity throughout multiple projects/materials
- Work includes: branding design, newsletters, websites, iconography, typography, multi-page proposals/books, printed marketing materials, info-graphics, proposals, and annual reports
- Creation of original graphics/artwork through various of mediums (digital, painting, illustration, photography, vector art, etc...)

Marketing & Design Specialist

LB Windows & Doors, July 2025 - Present

- Developed and maintain the website; Implement and monitor SEO strategies, increasing organic website traffic by more than 20%, Google Business Profile, and social media.
- Created social media accounts and continue routine posting with original designs and graphics.
- Work directly with customers to coordinate scheduling and address needs and concerns.
- Cultivate relationships with stakeholders, contributing to consistent referral growth and expanded market reach.

CORE COMPETENCIES

- Able to work quickly and efficiently while maintaining quality
- Flexible mindset, with good partnering skills
- Able to navigate difficult tasks with creative solutions
- Keen sense of visual design, highly skilled in all design compositional details and processes
- Confident in taking the lead when needed but also comfortable and capable of being directed
- Thrive when challenged with a new task to learn
- Excellent time management skills, able to multi-task efficiently and effectively
- Empathetic, social personality

EDUCATION

- Masters of Arts in Teaching (2006), Dominican University
- Bachelors of Fine Arts in Visual Communications (2002), Northern Illinois University

“CREATIVITY IS
INTELLIGENCE
HAVING FUN!”

ALBERT EINSTEIN

LB Windows & Doors Cont...

- Create marketing goals, campaigns, and strategies to ensure we are moving forward and gaining new leads
- Some highlights of the marketing program have been the creation of a referral program launched by a holiday card for residential customers, HOA specific & Property Manager specific specials, Real estate agent preferred vendor programs, and a handwritten postcard program

Newsletter Designer

Alphabet Acres Daycare, 2018-Present

Dryden Elementary PTA, 2024-Present

- Create monthly newsletters using Constant Contact, including design, graphics, photo and copy editing, and Google Drive file management.

Event Concept & Planning

Freelance, 2010 - Present

- Help clients to develop the event concept, secure location, and organize vendors.
- Create all materials for events, such as invitations (digital & print), signage, favors, centerpieces, decorations, etc.
- Ensure schedule, seating, menu, and all necessary details are organized prior to the event as well as on the day of the event.
- Set up and take down of events.

Art Educator/Fine Art Department Head

Regina Dominican High School, 2006 - 2018

Fine Art Department Head, 2016-2018

- Classes taught: Art Foundations, 3-Dimensional Design I & II, Drawing & Painting I & II, Graphic Design and Independent Studies.
- Wrote the entire curriculum and created all course materials.
- Created and implemented the Fine Arts Showcase annual event, highlighting each Fine Arts curriculum and drawing large crowds to aid in marketing and admissions.
- Led the Fine Arts Department Team, performing bi-annual reviews for each member, creating performance plans, serving as a curriculum coach and working with administration in hiring.
- Served on various committees to help initiate system-wide change and growth. Some examples are: Principal's Committee on Technology, the Curriculum Revision Team, and multiple Strategic Planning teams.