

SHANNON SUTTLE-RODDEN

www.shannonrodden.art

+903.274.7388 · shannonrodden@gmail.com
525 Augusta Ave Tyler, Tx 75702

PROFESSIONAL CREATIVE

Dynamic and versatile professional with proven expertise in project management, graphic design, and administrative support. Adept at streamlining workflows, managing multiple priorities, and fostering strong client relationships. Highly skilled in leveraging creativity, technical precision, and strategic planning to deliver impactful results. Proficient in Microsoft 365, Adobe Creative Suite, Canva, and collaboration tools to drive organizational success. Recognized for adaptability, attention to detail, and a proactive approach in fast-paced environments.

KEY COMPETENCIES

Graphic Design
Adobe Creative Suite
Branding
Team Collaboration &
Communication Skills

Social Media Management
Typography
Creative Problem Solving
Website Design & Management

Digital Photography
Project Management
Creative Writing
Search Engine Optimization
(SEO)

PROFESSIONAL EXPERIENCE

Digital Media Manager
KETK | FOX51 Nexstar – Tyler, TX

February 2024 – December 2024

- Managed digital marketing efforts, ensuring consistent brand messaging across platforms.
- Designed creative assets for campaigns, driving audience engagement and performance.
- Utilized Microsoft 365 tools to streamline workflows and enhance team collaboration.
- Analyzed social media metrics to optimize strategies and improve digital reach.
- Nominated during the month of October for Employee of the Month.

Photographer, Graphic Designer, & Illustrator
SuttleArt Designs/Photography – Tyler, TX

January 2010 – Present

- Delivering high-quality visual content for diverse client needs under tight deadlines.
- Developing custom branded materials, including logos, business cards, and promotional designs.
- Managing social media accounts, creating engaging content to boost client visibility.
- Creation of hand-drawn and digital illustrations for advertisements and branding campaigns.

Substance Abuse Counselor I & Diagnostic Intake Coordinator
Management & Training Corporation, MTC-ETTF – Henderson, TX

February 2008 – June 2012

- Conducted diagnostic interviews and developed individualized treatment plans.
- Facilitated group and individual counseling sessions to address behavioral challenges.
- Maintained compliance with program standards through detailed documentation.

EDUCATION

Stephen F. Austin State University – Nacogdoches, TX

*Bachelor of Fine Arts in Advertising Design
January 2012 – May 2016*

Texas A&M University – Corpus Christi, TX

*Bachelor of Science in Criminal Justice
August 1995 – December 1997*

CERTIFICATIONS

- Foundations of Program Management | Coursera/Google *December 2022*
 - Proficient in: Graphic Design, Project Timeline Management, *(Verified via LinkedIn Assessments)* and Written Communication
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TECHNICAL PROFICIENCIES

Design Tools:

*Advanced: CANVA
Proficient: Adobe Creative Suite (Photoshop, Illustrator, InDesign)
Familiar: Adobe Premiere Pro, Adobe After Effects,*

Project Tools:

*Advanced: Trello, Microsoft 365, [ToDo/Teams], Asana
Proficient: Monday.com, ToDoist, TickTick, Smartsheet
Familiar: Slack*

Social Media & Marketing:

*Hootsuite, Google Analytics, SEO, WordPress, WIX, Google Ad Manager,
Clipcentric, Secondstreet, ZenDesk, PlatformX*

Other:

Digital Photography, Illustration, Typography, Mixed Media Art

Portfolio:

www.ShannonRodden.art

References Available Upon Request