

WEB DESIGN • ART & MARKETING • VIDEO & PRODUCTION • WRITING

A multimedia producer, content strategist and editor with 20 years professional experience, seeking a challenging position in marketing and new media.

Web Design

- Redesign/manage company's responsive 400-page website, attracting 27,000 distinct sessions/year.
- Produce independent jewelry store website, earning 900+ unique visitors/month.
- Build company's first shopping cart, increasing revenue 30% and breaking annual sales record.
- Install shopping cart, import/manage 1,000 unique items, train users in maintenance, selling 1,000+ products in 3 years.
- Freelance web designer and technical support for small businesses. Determine site demographics and overall design; implement traffic analytics; install/maintain email systems.

Art & Marketing

- Manage public relations/marketing for film festivals, press, and other representation. Direct photographers, graphic designers, printers to produce marketing materials; ensure brand consistency.
- Direct/produce crowdsourcing and publicity campaign; raise \$4,000 and reach 10,000 audience members.
- Design print/online graphic projects (i.e. social media graphics, business cards, posters, festival cards, DVD printing, online streaming materials.)
- Develop collateral to increase American Stage Education's current and new programming attendance, leading to 30% rise for 2010.
- Process/edit/retouch 10,000+ product, live-action & behind-the-scenes promotional images.

Video & Production

- Direct/edit promotional fundraising industrial; earn \$60,000+ for first annual campaign.
- Direct company's first short film (\$35,000 budget); manage cast/crew of 30+; establish company's local/national presence with film makers and producers, screening at three national film festivals; earn Telly Award.
- Produce/projection design videos for theatrical production & lighting design; earn theatrical award nomination. Direct/produce collaboration with UT film students and theatre company to film video shorts.
- Camera operator - live theatrical productions to create B-roll used for promotional video.
- Theatrical Director; co-direct *Embedded*, serving as a supply drive for military personnel in Middle East. Host talkbacks with media to discuss ethics in war coverage, benefitting Poynter Institute's scholarship fund. Director for other theatrical productions, earning \$60,000+ for approximately 3,000 patrons.

SHAWN PAONESSA

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Based in Tampa, FL

Email for more contact information

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Writing

- Copywriter - Direct, manage, create and edit web content. Write/edit press releases, marketing campaigns, advertising copy.
- Technical writer - Write proprietary software manuals, cross-departmental communications, presentations and tutorials and construct Wiki to improve staff workflow for 250+ employees across multiple office locations.
- Script consultant - *Clutter* (producer: Table Ten Films), \$1 million feature; Best Film, Harlem Intl. Film Festival; distributed on Amazon and other platforms.
- Producer - review/edit screenplays for multimillion dollar development investments; identify potential filming, production and distribution challenges/solutions.
- Playwright (book) - *Pericles - Prince of Tires*, musical; premiere to sold-out Tampa audiences, leading to Off-Broadway premiere.

Software

Adobe Creative Suite • WordPress • Final Cut Pro X • MS Office • iWork • Final Draft

History

Multimedia Designer/Consultant • Freelance, Tampa Bay	2007 - present
Creator in Chief • Kitefliers Studios, Tampa	2011 - 2016
Technical Writer/Quality Analyst • Unisource Administrators, Tampa	2006 - 2007
Communications Manager • KView, Inc., Tampa	1997 - 2000

Education

University of South Florida, College of Arts and Sciences 1992 - 1996
Bachelor of Arts, English (with Honors). Emphasis Technical and Professional Writing.

Honors & Activities

- Actor - 25+ theatrical/screen productions
- Artistic Associate - Jobsite Theater, Straz Performing Arts Center 1999 - present.
- Board member - Jobsite Theater, 2001 - 2014 (Chair, 2014; Vice-Chair 2007 - 2013).
- Recipient: Special Letter of Recognition, Tampa Mayor Pam Iorio for cultural impact on Tampa and local arts.
- "30 Under 30" Business Journal of Tampa Bay.
- Best of the Bay Local Playwright - Creative Loafing.