



SHANNON GILROY-COOK
graphic designer

3619 WILDWOOD RIDGE, KINGWOOD, TX 77339 | (713) 306-4435 | SKGILROYCOOK@GMAIL.COM

SHANNON GILROY-COOK

SHANNONGILROYCOOK.COM

Creative professional seeking a graphic designer, marketing or communications specialist position with an innovative corporation.

EXPERTISE

COPYWRITING
GRAPHIC DESIGN
TRAINING
HUMAN RESOURCES
EVENT PLANNING

EDUCATION

BACHELORS OF ART
Texas State University

Mass Communications
History
Visual Communication
Graphic Design

SOFTWARE SKILL

ADOBE CC
PHOTOSHOP
ILLUSTRATOR
INDESIGN
WORD
EXCEL
POWERPOINT
WEB DESIGN
HTML

WORK EXPERIENCE

MARKETING COMMUNICATIONS COORDINATOR WSP USA 2020-PRESENT

- Develop in-depth aviation engineering marketing proposals for airports across the US in response to RFPs.
- Design the entire marketing proposal using Adobe InDesign, Illustrator and Acrobat.
- Coordinate with project managers and aviation professionals to develop the content, write the copy, create visuals to convey complex information, (i.e. charts, graphs, photos, maps, and infographics).
- Develop marketing collateral and "leave-behinds", project logos, brochures, forms, and special requests.
- Create engaging client presentations using advanced Powerpoint.
- Write and design internal newsletter for the Aviation Division of WSP.
- Design presentations and graphics for the San Antonio Airport Master Plan Update.

MARKETING COMMUNICATIONS SPECIALIST LONE STAR COLLEGE 2018-2019

- Manage all corporate communications channels including intranet, social media, email marketing, and newsletters.
- Design and manage marketing collateral, including flyers, new member and sales packets, booklets, brochures, and digital marketing.
- Develop the creative for advertisements and protect brand guidelines.
- Write copy for internal content marketing, external industry publications, web pages, advertisements, landing pages, email marketing campaigns, and other advertisements.
- Write executive communication in different voices and styles.
- Create and update internal and external websites, and landing pages.
- Design presentations and edit and produce video content.
- Event coordination, including 700+ attendee annual company meeting.

GRAPHIC DESIGNER / WRITER LONE STAR COLLEGE 2017

FREELANCE 2012 - 2017

- Specialized in marketing materials, publication design, web design.
- Created a variety of printed products, including: newsletters, brochures, yearbooks, postcards, posters, banners, yard signs, flyers, online ads, booklets, programs and catalogs.

JOURNALISM TEACHER

HUMBLE INDEPENDENT SCHOOL DISTRICT 2009-2012

- Served as yearbook, newspaper and broadcasting advisor.
- Developed project-based curriculum for four different journalism programs.
- Managed a middle school yearbook project from start to finish, including planning, budgeting, marketing, sales, design and distribution.
- Created school's first student newspaper and broadcast, and quarterly parent letter.

SR. HUMAN RESOURCES REP

BAKER HUGHES 2001-2008

- Handled corporate communications, training, recruiting, employee relations and event planning.