

SHANNON DEBACKER

BRAND AND CREATIVE DIRECTOR

// FAVORITE QUOTE

There can be no innovation or creativity without failure.

— Brené Brown

// STRENGTHS

Leader of Creative Teams

Confident builder and mentor of creative talent and driver of positive team culture

Brand Strategy

Builder of strong brands to include positioning, messaging, story, visual identities and design systems and the tools needed to socialize both internally and externally

Design Aesthetic and Design Principles

Sophisticated, smart design aesthetic, deep knowledge of design principles and nurturer of the creative process

Design Thinking and UX Design

Understanding of human-centered research and design principles

Project Management

Ability to consistently execute in high-pressure, deadline driven environments

Adobe Creative Suite & Creative Tools

Intermediate to advanced experience with the 'must-haves' e.g. Illustrator, Photoshop, InDesign and working knowledge of the 'nice-to-haves' e.g. Premiere Pro, AE, Figma, Invision, Sketch...

// EDUCATION

University of Nevada, Las Vegas

Bachelor of Arts, Fine Art

General Assembly

San Francisco, CA

User Experience Design and Digital Marketing

Bay Area Video Coalition (BAVC)

San Francisco, CA

Video Production and Special Effects

// CONTACT

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B2B and B2C brand manager, graphic designer and creative director with a proven track record of building strong visual identities for new brands or elevating the identities of existing brands that need a little love • Strong leadership abilities with experience building efficient, functional and loyal creative teams • Knowledge of current design trends and a talent for developing innovative design concepts and executing successful campaigns across multiple stakeholder buy-in • Results driven with the ability to execute consistently under high pressured, deadline driven environments.

// WORK

2019-Present
San Francisco, CA
Las Vegas, NV

BRAND AND CREATIVE DESIGNER & DIRECTOR

SDB DESIGN (SELF-EMPLOYED)

Independent consultant providing creative services to include graphic design, art direction, brand and visual identity development, design systems, print, presentation & creative project management.

2012-2019
San Francisco, CA

DIRECTOR, BRAND AND CREATIVE

DIGITAL REALTY (NYSE: DLR)

6th Largest Publicly Traded RE/T with \$35B Enterprise Value

Director of the global brand strategy to include positioning, voice and messaging and visual ID. Creative and art director leading all creative activities and teams to support North American B2B campaigns, events, and product launches.

2009-2012
Las Vegas, NV

MARKETING MANAGER

CAPRIOTTI'S - CORPORATE

Quick Service Restaurant Franchise with 100+ Locations

Brand and creative manager responsible for developing national marketing plans, brand strategies and new creative for national B2C marketing campaigns, product launches and LTO roll-outs.

2008-2009
Las Vegas, NV

MARKETING MANAGER

THE BENTLEY GROUP REAL ESTATE ADVISORS

Commercial Real Estate Brokerage Specializing in Multi-family

Acted as the brand and creative manager responsible for developing a consistent brand experience and creative assets for all marketing campaigns, offering memorandums and company presentations.

2006-2008
Las Vegas, NV

MARKETING DIRECTOR

RL HOMES

Single Family New Home Builder - Start-up

Responsible for developing the new corporate brand positioning and visual ID, new product positioning and launches and developing the strategy and creative for all owned and paid marketing campaigns.

2005-2006
Las Vegas, NV

OPERATIONS MANAGER

PERFORMANCE MARKETING AND ADVERTISING

Single Family New Home Sales & Marketing Company

Responsible for overseeing the daily operations of the new home brokerage and 50+ salesperson team.

2003-2005
Las Vegas, NV

MARKETING COORDINATOR

SH ARCHITECTURE

Architectural and Planning Firm with \$700 Million in Annual Sales

Developed, designed and produced all proposals and RFP responses.

1998-2003
Las Vegas, NV

MARKETING COORDINATOR

MCCARTHY BUILDING COMPANIES

National Commercial GC with \$2 Billion in Annual Sales

Developed, designed and produced all proposals and RFP responses.