

Marketing and Creative Professional, UX Advocate, and Technical Liaison

Texas (Full address and phone number available upon request)

purecynergy@gmail.com

Portfolio and more: <https://www.creativeprofessional.me>

LinkedIn: <https://www.linkedin.com/in/shane-cook-684a8554/>

Summary

A Marketing and Creative Professional with over 20 years of technology and creative industry experience and over 8 years of corporate creative leadership. I combine my natural problem-solving abilities with my creative, management, and analytical skills to connect business initiatives with consumer needs and demands.

Career Development

Owner - Photographer

Shane Cook Photography, LLC - Bastrop, TX - 2020 - 2022 (2 years)

Provided photography services to government, business, and public clients. Managed client relationships, accounts, and business management responsibilities. Donated time and services to non-profit organizations.

Co-Founder - Creative Director - Creative Consultant

DreamState Creative, LLC | Freelance - 1999 - 2020 (20+ years)

Performed freelance consulting and creative direction to the public and businesses. This included: creative assessments, requirements gathering, case studies, research, development, documentation, implementation, user acceptance and ongoing support.

Creative Director

YTB International, Inc - Wood River IL - 2005 - 2013 (8 years 3 months)

Responsibilities included management of a design team; design and development of company web sites, print material and information portals; working with programmers to facilitate product development life-cycles; assist in the ongoing creation and implementation of project management documentation; met with stakeholders to determine requirements, vision and deliverables; assist in strengthening the companies on-line presence and branding; working with vendors to co-brand their products and services.

- Influenced successful B2B interaction with external solution providers such as: Carnival Cruise Lines, Orbitz, and Travelocity.
- Recruited and managed a results oriented creative team including senior designers, interactive media designers, graphic artists, junior designers, and content administrators.
- Directed all creative efforts supporting company initiatives with a *hands-on* approach.
- Initiated high-level concepts for user interface, experience, and interaction iteration.
- Collaborated directly with executive staff and departmental heads in all phases of marketing project lifecycles.

Education

Edwardsville Sr. High School

Graduated - Diploma

Art Institute of Pittsburgh

Interactive Media Design, 40Cred/Hrs, 3.9GPA

Organizations

National Technical Honor Society

Inducted 2014

Bastrop County Animal Control & Shelter

Volunteer Photographer and media consultant

Skills and Expertise

Being a life-long student of digital art, design, and technology; I have successfully applied many skill sets and a broad range of expertise to my professional pursuits. Listed here are some skills that I feel were critical components to my success in different projects.

Technology

- PC
- Mac

Software/Languages

- Adobe Creative Suite
- Wordpress
- Microsoft Office
- HTML
- CSS

Leadership

- Creative Direction
- Creative Strategy
- Project Management
- Team Building
- Asset/Personel Management
- Brand Development/Building
- Customer Service

Market/Platform Targeting

- Market Research
- Case Studies
- Strategic Planning
- User/Client Expectations
- User Interface Design

Cross-Functional

- Team Leadership
- Marketing Strategy
- User Experience Design
- Digital Marketing
- Web Development
- Requirements Gathering
- Cross-departmental Liaison

Supplimental Skills

- User Experience
- Information Design
- Marketing Communications
- Entrepreneurship
- Budgeting
- Advertising
- Digital Media
- Print Materials
- Photography
- Web Design
- Social Media Marketing
- Online Advertising
- Graphic Design
- Strategy Development
- Interaction Design
- Information Architecture
- Cognitive Behavior
- C and VP Level Communication

LinkedIn Recommendations

Over the years, I have had the pleasure of working with many extraordinary individuals, here is what a few of them had to say, in their own words. These recommendations, *and many more*, are available on my LinkedIn profile; <https://www.linkedin.com/in/shane-cook-684a8554>

Caryn Tomer

Editor-in-Chief at Techli.com

Shane is more than a creative director and brilliant designer. He truly understands and thinks through every facet of a project, from the business implications to the user experience. His clean design aesthetic and aptitude for being able to draw out exactly what you're looking for in a project makes him a dream to work with on a team. He stays current with trends, is a true team player, and isn't satisfied until the job is perfect. He accomplishes all of this with an easiness to admire, and I've never known him to turn in a project late. If you have the opportunity to work with Shane, you'll see exactly what I mean. There's no one quite like him.

Steve Boyd

C.P.A., Chief Financial Officer/Controller/Director of Finance and Administration

I have worked with Shane for a number of years and from the CFO position it is great to see someone that can meet their budget. Shane has managed to produce first class work while working in a very difficult environment. YTB went from rapid growth to rapid decline which put a great deal of pressure on Shane's creative genius. It is terrific to recommend someone like Shane to other companies that need his skills. Shane would be a great addition to any company large or small.

Tony Green

Project Manager at Cassidy Turley

I had the privilege to work with Shane on several projects during my time at YTB - a fast-paced, deadline-driven environment. Shane never failed to deliver the RIGHT design on-time and in a professional manner. He's a proven performer, and I'd work with him again anytime.

Kent Collett

Broker at Re/Max Integrity

I recently worked with Shane and his wife on the sale of their home and the purchase of a new home for their family. Shane is a pleasure to work with - he is thoughtful, polite, and considerate. Yet at the same time, he is demanding and very thorough.

He is very well-informed, and he is consistently seeking to learn more. Shane is detail oriented, meticulous, and driven toward a successful outcome.

I did not work with Shane within his career field, but, rather, within my career field. I found him to be the most knowledgeable client I have worked with. He behaved in a manner which required a great deal of work from me, but also led to an excellent relationship with excellent communication.

I believe the skills Shane demonstrates when dealing with his personal investments will readily transfer to the business environment. Shane strives to learn more, and he works hard for the best possible outcome. During the process, he demonstrates an obvious talent to work with people, to communicate effectively, and to get the most out of the people he works with.

Andy Cauthen

CEO at YTB International, Inc.

Shane is an OUTSTANDING graphics designer; his work is terrific! He possesses all the characteristics of the ideal creative director: responsibility, dependability, creativity, and initiative. He has contributed so much to our marketing programs over the years.