

# SHANNON GILROY COOK

GRAPHIC DESIGN  
CONTENT CREATION  
MARKETING COMMUNICATIONS

+713-306-4435

skgilroycook@gmail.com

Kingwood, TX

www.shannongilroycook.com

## PROFILE

- o Creative professional with 10+ years of experience in graphic design, copywriting, and marketing communications.
- o Adept at creating visually compelling designs, crafting engaging content, and developing strategic sales communications.
- o Proficient in Adobe Creative Suite, videography and social media platforms.
- o Known for strong storytelling abilities, an eye for detail, and delivering high-quality projects that resonate with diverse audiences from customers to an industrial workforce..

## EDUCATION

### TEXAS STATE UNIVERSITY

- BA, Mass Communications

### LONE STAR COLLEGE

- Certificate, Visual Communications

## WORK EXPERIENCE

### 2021 - PRESENT

Vallourec | Houston, TX

#### Communications Specialist

- Responsible for internal and external communications for the North America region.
- Develop and execute comprehensive marketing communications campaigns, including trade show strategy, booth creation, promotions, B2B customer events.
- Write and design sales collateral materials, including interactive print and digital catalogs, brochures, booklets, videos, etc.
- Partner with subject matter experts (SME) to develop technical educational tools and presentations for customer events.
- Monitor brand consistency across marketing channels and materials.
- Maintain and develop content for the Vallourec - North America LinkedIn account
- Collaborate with human resources for internal communications campaigns using video content, publications. digital communications and events.
- Participate in cultural transformation teams, including diversity, equity and inclusion (DEI) team.
- Develop new methods to reach shop-floor personnel including building signage, e-boards, videos, and quick news broadcasts.

## SKILLS

- Publication Design
- Copywriting
- Content Creation
- Event Organization
- Video
- Social Media
- Branding
- Cultural Transformation
- Internal Communications
- Training and Education

## TECHNICAL

- Adobe InDesign
- Adobe Photoshop
- Adobe Illustrator
- Adobe Premiere
- Movavi
- Canva
- PowerPoint
- Animation
- Web Development
- Sharepoint Internet Site

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## WORK EXPERIENCE CONT

2021

WSP | Houston, TX

### Communications Coordinator

- Coordinated SMEs and executives through the proposal writing and development process for aviation engineering projects
- Wrote, designed and submit proposals to various government agencies and airports, like LAX, IAH, PIT, ATL.
- Transformed the company's Word-designed dry proposals into attention grabbing publications.
- Developed digital sales brochures outside of the proposal process using infographics designed.

2018 - 2020

Smile Source | Kingwood, TX

### Marketing Communications Specialist

- 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.
- Write copy for internal content marketing, external industry publications, web pages, advertisements, landing pages, email marketing campaigns, and other digital advertisements.
- Write executive communications in different voices and styles.
- Create and update internal and external websites, and landing pages using SEO tactics and insights.
- Design presentations and edit and produce video content.
- Event coordination and promotion, including 700+ attendee annual company meeting.

2017

Lone Star College | Kingwood, TX

### Graphic Designer

2012 - 2016

Freelance

### Graphic Designer

2009-2012

Humble ISD | Humble, TX

### Teacher, Journalism, Language Arts and Social Studies

2001 - 2008

Baker Hughes | Houston, TX

### Human Resources Generalist / Corporate Communications