



SHANNON CREAMER-FRANKE

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PROFESSIONAL SUMMERY

Founder and Agency Creative Director of Odd Graphic Company, a full-service design and marketing studio, build this once start-up to a company serving clients nationwide. Founded in 1992 with expertise encompassing corporate identity, branding, firm positioning, and product placement, with application in print, interactive media, and website development, has enjoying award-winning results for notable clients such as Comcast, Philadelphia 76ers, Turner Construction Corp., Schnabel Engineering, and RMJM Hillier. Area of concentration, but not limited to, the Architecture, Engineering, and Construction Management (A/E/C) Industries.

In addition, has served as Vice President on the board of directors of the Art Directors Club of Philadelphia and acted as the liaison between it and the Ad Club of Philadelphia, as well membership chair for seven years bolstering Club membership 300%. Also comfortable in front of a group, focusing on the importance of a consistent corporate identity and brand, presents at workshops, seminars, and round-table discussions for such institutions as the Philadelphia Chamber of Commerce, Wharton's SBDC, NARI, and the National Chapter of SMPS.

For 30 years, and always with pride, delivers high-end corporate communications that improve the knowledge and perception of a wide berth of businesses. Through the years has garnered strong alliances with talented and professional artists, photographers, writers, programmers, printers, and video production houses, so to successfully build the right team to ensure that the client's objectives are not only met but exceed expectations.

CORE COMPETENCIES

30-Years Agency Experience

- Marketing, Content Creation, Creative, and Advertising
- Inbound and Outbound Application
- Award-Winning Campaigns
- Proven Team Leader
- Entrepreneurial Spirit
- Love What I Do
- Client Savvy
- Accomplished Presenter

ODD WORKS

Portfolio

<http://www.oddgraphic.com>

CAPABILITIES

- Strategic Branding
- Integrated Advertising
- Digital Marketing
- ROI Reporting
- Content Creation
- Website Development
- Creative: Brand/Collateral/Campaigns
- Photography/Video/Multimedia





ACCOLADES & INTERESTS

- Founded award-winning creative agency 1992 • present
- Honorable Mention, Client Promotion, Identity 2000 | 2001 Philly Gold Awards
- Gold Recipient, Integrated Multimedia 2003 | 2004 | 2006 ADCP Creative Annual
- Silver Recipient, Self-Promotion: Electronic 2004 ADCP Creative Annual
- Vice President, Art Directors' Club of Philadelphia 1998 • 2006
- Board of Directors, Art Directors' Club of Philadelphia 1996 • 2006
- Executive Board of Directors Venture Theatre 1999 • 2000
- Inducted to Who's Who of American Women 1996
- Avid pool player (darts, cards, and horseshoes too), Since I can remember ;o)
- Soccer Enthusiast, Player, and Coach, All my life

PROFESSIONAL EXPERIENCE

Odd Graphic Company 1992 – present

Founder and Agency Creative Director

Marketing and advertising agency canvassing a wide variety of client firms nationwide, with a primary focus in Architecture, Construction Management, and Engineering (A/E/C) Industries. REQUIREMENTS: Identify growth potential within core business sectors and emerging markets, develop new business and maintain current client relations and satisfaction, oversee all marketing initiatives and creative campaigns for both in-house core creative staff and external agencies, maintain vendor relations to ensure proper execution of product, track ROI for company and client campaigns and recommend vehicles to maximize product leverage. Internally manage company budgets, projections, marketing, and sales.

Boss Staffing, Agency Experience 1996 – 2000

Art Director

Gained invaluable agency expertise as an Art Director for the following firms: Heron and Young Communications, Inc., Bala Cynwyd, PA; Icon Design and Communications, Moorestown, NJ; Munroe Creative Partners, Inc., Philadelphia, PA; Rector Communications, Inc., Philadelphia, PA; Signature Communications, Philadelphia, PA; Spencer Zahn and Associates, Philadelphia, PA.; and Lynell Wilcha Design, Philadelphia, PA.

LEADERSHIP

Where I Took Charge

- Agency Creative Director 1992 • present
- Vice President, Art Directors' Club of Philadelphia 1998 • 2006
- Executive Board of Directors Venture Theatre 1999 • 2000
- Yearbook Chairman, FWES UD 2006 • 2008
- Board of Directors, ADCP 1996 • 2006
- Marketing Committee Chairman, Philadelphia NE Chamber of Commerce 2017 • 2020
- Event Marketing Committee, Montgomery County Chamber of Commerce 2018 • 2020
- High School Head Varsity Coach, Wissahickon School District 2011 • 2019
- High School JV Coach, Central Bucks East School District 2010 • 2011
- Assistant Girls Soccer Coach, SRMS, Upper Dublin School District 2009 • 2019
- Head Coach U7-U18 Travel, PA & NJ Youth Soccer Clubs 1999 • 2019





Creative Industries 1996 – 1996

Facility Manager

Design and development of 2D and 3D cast product lines.

RESPONSIBILITIES: Staff development and management of 35 employees including designers, sculptors, mold makers, casters, painters, and packagers; Product Development; Development of Marketing Materials; Tracking of product through the facility including quality control in all departments; and Client first contact, development, and satisfaction.

Prudential Insurance Company 1991 – 1994

Graphic Designer

Graphic Arts Department, supporting all of the AARP operations of The Prudential. Posted from within for Visual Presentation Artist, promoted to Graphic Designer. RESPONSIBILITIES: Management of project: creative, design, layout, pre-press and printing of all graphic materials.

REQUIREMENTS: Implementing and meeting deadlines, creating contact/relationships with out-side vendors and purchasing, pre-press knowledge and full comprehension of the printing industry to execute.

Prudential Insurance Company 1987 – 1991

Sr. Claims Service Representative

Gained product knowledge, client scope, supervisory and staff development experience as a Senior Claims Service Representative for The Prudential. In 1990 received a single payment bonus for outstanding service while working on several special projects for the division.

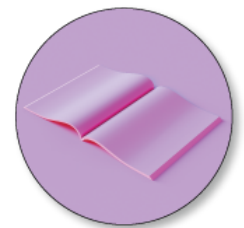
MANAGEMENT CAPABILITIES

- Business/Portfolio Analysis
- Identify/Execute Revenue and Growth Strategies
- Strategic Planning, Budgeting, and Scheduling
- Adept in Team Building
- Deadline Driven

EVENT PLANNING

Idea to Action

- Philly Gold Awards
2000 • 2001
- ADCP Creative Annual Gala
2002 • 2006
- GBCA Annual Meeting
2005 • 2007
- ADCP Educational Series
1996 • 2006
- P. Agnes 90th Anniversary
2008
- EDA's Core Event 2009
- Schnabel Engineering 60th
Anniversary 2012
- EMCC Wine Walk
2016 • 2018
- RKA's Holiday Party & New
Brand Launch 2019





EDUCATION

Moore College of Art and Design 1988 – 1989

Philadelphia, PA

Temple University, Tyler School of Art 1989 – 1993

Philadelphia, PA

Art Institute | online 2010 – 2011

Pittsburgh, PA

Goldman Sachs 10KSB 2017

Philadelphia, PA



COURSES STUDIED

What I've Learned

FORMAL STUDIES: Design, drawing, color theory, history and art history, graphic design, typography, printing, painting, illustration, three-dimensional design, professional and fine art technique and theory. CONTINUING STUDIES: Intro to online studies, advanced Illustrator techniques, color on the web. TRAINING: Various software programs, pre-press seminars, digital mechanical release workshop, classes involving formatting and up-grades, problem solving and advanced problem-solving workshops, managing multiple projects seminar, objectives and deadlines seminar, team building workshop, and presentation skills workshop. Team Building, Culture, Marketing, Business Finances, Business Operations, Networking, Growth Strategies. IN ATHLETICS: Hold USSF National D, E, and F Coaching Licenses and NSCM Advanced Regional Diploma.

TECHNICAL PROFICIENCY

- Adobe Suite
- Microsoft Office Suite
- QuickBooks Pro
- Database Software
- Cloud-based CRM Software
- CMS / Basic Coding

PRESENTATIONS

Where I've Shared

- Work from Home Seminars 2019 • present
- Zoom-in on Presenting Yourself Seminars 2019 • present
- Assessing Your Identity Workshops 2014 • present
- Greater Northeast Philadelphia Chamber of Commerce (GNPCC), Women in the Workforce: Roundtable. Audience: B2B general 2017
- SMPS National & Reginal Engagements: Identity/ Branding Seminars. Audience: A/E/C [CEU credits] 2009 • present
- NARI: Identity Seminar. Audience: Custom Home Builders 2002
- Philadelphia Chamber of Commerce: Identity Seminar. Audience: B2B general 2001
- Prudential Insurance Company: Product and Sensitivity Training. Audience: Internal 1987 • 1991





SPECIALTIES

What I Like

- Corporate Identity
- Strategic Branding
- Integrated Marketing
- Print & Outdoor Design
- Annual Reports
- Multi-channel Advertising Campaigns
- Shareholder Presentations
- Website Development
- Content Creation
- Telling the Story

TEACHING EXPERIENCE

- Odd Graphic Clientele, Adobe Software Staff Training. Audience: B2B & B2C 2012 • present
- Odd Graphic Clientele, Executive Level Creative Brainstorming Sessions. Audience: B2B & B2C 2006 • present
- Odd Graphic Clientele, Seminars & Workshops. Audience: B2B & B2C 2001 • present
- Wharton School: Taught course on the importance of identity. Audience: B2B general [CEU credits] 2001
- Hussian College, ADCP Annual Portfolio Review: Round robin interviews to prepare graduating students for the job market 1998 • 2002
- Zane North, CSD, Art Goes to School: Annual art instruction program 2000 • 2006
- FWES UDSD; Proctor Student Yearbook 2006 • 2011



SKILLS

What I Know

- I Love What I Do
- Creative Campaigns
- Print Collateral
- Marketing Communications
- Corporate Identity
- Art Direction
- Presenter
- Entrepreneurship
- Photography
- Layout
- Marketing
- Creative Direction
- Direct Mail
- Graphic Design
- Brochures
- Brand Development
- Copywriting
- Graphics
- Adobe Creative Suite
- Integrated Marketing
- Page Layout
- Social Media
- PPC Advertising
- Client Relations
- Trade Show and Outdoor





RECOMMENDATIONS

Odd Words

“ My first employment upon graduation was as a graphic designer within Shannon's company Odd Graphic. We first met at a job fair while I still in school and her friendly and welcoming personality instantly attracted me.

New to the professional design world, Shannon served as an excellent mentor. She offered me great responsibility and support as I tackled new assignments, some of which included direct communication with clients and attendance of new business meetings.

Shannon is an extremely talented and passionate person, qualities which markedly stood out as I witnessed the running of her business. I became a part of the Odd Graphic family during my time there and appreciate the knowledge I gained. I hold Shannon to be an exceptional first mentor and will greatly cherish the generosity and guidance she provided me. ”

Carissa McCutchen, UX Strategist at Vanguard

“ Shannon and the people of Odd Graphic are an incredible creative force. Always bringin to the table, a basket full of well thought out ideas essential to any promotion campaign.”

Walter P Palmer III, CEO GBCA

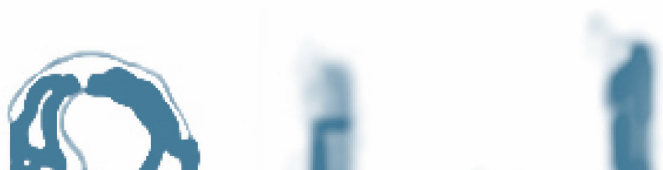
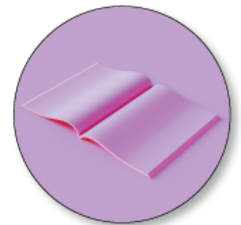
“ Shannon is a highly creative designer who thinks outside the box while still managing to incorporate the specific suggestions of her clients into the designs. Her ability to brand a company is superb and Odd Graphic is a fun and engaging company to work with! ”

Rosemary Geisler, Botanist

CONTACT DETAIL

Call Me

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- shannon@oddgraphic.com
- website: oddgraphic.com
- social: @oddgraphic





“ Shannon and her entire organization provided us with outstanding service and tremendous results. We would certainly go to Shannon for future services and highly recommend the team at Odd Graphic. ”

Shawn Shapiro, Sr. VP at Asplundh

“ We had worked together on several photography projects after we met via the Art Director's Club of Philadelphia. I found Shannon to be a bright and creative art director. I would highly recommend working with Shannon on your projects. She brings to the table a tremendous array of talents to make the project a sensational one! ”

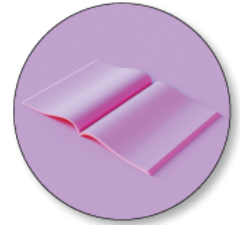
Tom McKean, Owner, Tom McKean Photography

“ ‘IN A WORLD OF PURE IMAGINATION’ I've worked with Shannon and the staff at Odd Graphic for a number of years throughout my career. Shannon heads a staff that is friendly, professional and works hard for their clients. As a vendor, I've always felt at home when calling on Odd Graphic because of Shannon. She is knowledgeable, imaginative and knows what she likes and what her customers and clients are looking for. Odd Graphic gets the highest praises from me because of Shannon's integrity. It is an agency that can bring big world solutions yet still feels down to earth. This friendly feeling is because of Shannon. ”

Lee Frankel, Showroom Manager

“ Shannon Franke is one of the best bosses I've ever had. She encourages employees to think outside the box and allows them to build on their talents. If a company is a garden, then Shannon is the watering can that gives it the ability to grow freely and beautifully. ”

Elisabeth Erickson, Expert Sales Consultant and Copywriter



ODD BIO

For 30 Years

Shannon Creamer-Franke is Odd Graphic Company's founder and Agency Creative Director. Odd's expertise lie in creating corporate identity systems for companies that have a need to skew, refine, and/or grow their brand and marketing efforts. By partnering with their clients, they help bridge print collateral, websites, and social media outlets to create impactful brands, identify strategic touch points, and integrate present-day delivery systems. For 30 years, largely in the A/E/C space, Shannon and her Odd Fellows have created and developed branding programs that add Value to their Clients' companies.

