

SHANNON RUSSELL

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BUSINESS EXPERIENCE

SECOND ACT SUCCESS® 2022-present

Founder / Business Consultant / Author / Speaker

- Business Consultant – Consult individuals on how to make a career transition and launch a business
- Business Consultant – Consult with corporations on team building, strategic planning, and problem-solving through LEGO® Serious Play®
- Author, *Start Your Second Act: How To Change Careers, Launch a Business, and Create Your Best Life*
- Writer, *Second Act Success Blog*
- Host, *Second Act Success Podcast*
- Speaker at events on motivation, leadership, careers, and business

SNAPOLOGY OF MONMOUTH COUNTY 2016-2024

Founder / C.E.O.

- Owner of Snapology of Monmouth County, a STEM education franchise.
- Managed all aspects of the business - partnerships, marketing, staffing, sales, customer retention, social media

TELEVISION AND FILM PRODUCTION EXPERIENCE

Executive Producer / Supervising Producer

POPSUGAR 2014-2015

- Produced daily entertainment news program *Popsugar Now*.
- Oversaw the creative, booked talent, managed schedule for production, editing, and delivery.
- Filmed interviews and segments on location and in our multicam studio.

THE KNOT – The Knot Worldwide 2012-2014

- Produced, wrote, and directed *The Knot Dream Wedding 2013 and 2014* live-streaming wedding event supervising team of 5 and crew of 20+.
- Produced bridal fashion and wedding related digital video content for TheKnot.com.
- Developed the creative, wrote scripts, directed shoots, and coordinated schedules with clients.

YAHOO! STUDIOS 2009-2012

- Produced several original digital video series for Yahoo! - *This Week in Music, Moments of Motherhood, Ram Country Music, Then & Now, etc.*
- Developed creative, wrote scripts/blogs, directed shoots, supervised post, and uploaded content.
- Created production schedules and coordinated with sponsors about branded video content.

VIACOM 2004-2012

- Produced various projects- *MTV Movie Awards Red Carpet Report, VMA Red Carpet Report, 10 on Top, etc...*

A&E NETWORKS (Tijuana Entertainment) 2009

- Developed docu-series pilot; interviewed cast; directed story in the field, and story produced in post.

TLC (Discovery Network) 2008

- Story Produced reality game-style series, interviewed cast, and post produced episodes on Avid.

VH1 (3Ball Productions) 2008

- Story Produced reality series, created original digital web content for series, and story produced in post.

TV GUIDE NETWORK 2007-2008

- Produced *American Idol Tonight*, a live studio pre-show to American Idol.
- Produced *The Fashion Team*, a weekly fashion studio talk show.

VH1 (Pink Sneakers Productions) 2006

- Supervised post-production on series, coordinated schedule, oversaw creative and post team.

NEW LINE CINEMA 2005-2006

· Assisted the Vice President of Physical Production for New Line Cinema for all pre-production and post-production film projects.

E! ENTERTAINMENT 2004-2005

· Produced several specials for E! including *101 Celebrity Oops*; *101 Awesome Moments in Television*; *101 Crimes of Fashion*; *40 Celebrity Weddings*; etc.

NICKELODEON (Road Games Productions) 2004

· Produced game-style series, developed episodes, interviewed talent, booked locations, etc.

OXYGEN NETWORK (Zoo Productions) 2004

· Produced a special series for *Girls Behaving Badly*. Developed episodes, wrote scripts, directed talent.

MTV 2000-2003

· Produced several series and specials for MTV including *MTV's Beach House 2003*; *I Bet You Will*; *New Years Eve Specials*; *MTV's Homecoming*; *MTV Spring Breaks*; etc.

EDUCATION / CERTIFICATIONS

ELON UNIVERSITY – Elon, North Carolina

· Bachelor of Arts in Broadcast Communications and Film

LEGO® SERIOUS PLAY® Certification

YOUMAP® Certification

SKILLS

Producing, Coordinating, Writing, Copywriting, Podcast Editing/Producing, Descript, Website Design, Asana, Airtable, Google Suite, Wordpress, Final Cut Pro, Avid, Adobe Premiere, Microsoft Suite, iNEWS, SEO, etc.