

SHANNON ALTNER

PRODUCER + MULTIMEDIA CREATIVE

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PROFESSIONAL SUMMARY: Versatile **Producer** with expertise in digital media, video production, social media, and brand storytelling. Skilled in crafting compelling visual and written content and leading creative teams. Adept at end-to-end production management, including videography, photography, editing, and graphic design, with a track record of delivering high-quality content for creative teams, nonprofits, and production companies. Passionate about **storytelling, education, and fostering community connection**, with additional experience as an actor and teaching artist in theatrical and educational settings. **Returning to full-time work** following travel and freelancing.

AREAS OF EXPERTISE

Content Development & Storytelling
Brand Voice & Messaging
End-to-End Video Production
Social Media Strategy & Management

Copywriting and Scriptwriting
Multimedia Content Creation
Email Marketing
Web Platforms

Team Leadership and Management
Vendor & Contractor Management
Cross-Functional Collaboration
Project Management

PROFESSIONAL EXPERIENCE

FREELANCE MULTIMEDIA CREATIVE

shannonaltner.com | Denver, CO | **Aug 2021 – Present**

Freelance Performer, Photographer, and Producer with work featured in: Vice, Denver Gazette, Daily Blast Live, Great Day Colorado, AXS TV, and more

- Produced creative projects from concept through completion, coordinating with clients, talent, and technical teams to meet tight deadlines.

Actor & Teaching Artist

[Denver Center for the Performing Arts](#) | Denver, CO | **Aug 2021 - Oct 2024**

- Performed in educational tours of *Romeo and Juliet*, *A Midsummer Night's Dream*, and *Macbeth* for middle and high school students.
- Facilitated interactive workshops to enhance students' critical thinking and theatrical skills.

Line Producer, Pilot 'GIMME SHELTER'

Roll Model Productions | Denver, CO | **Oct 2024 - Dec 2024**

- Coordinated venue booking, event logistics, and technical requirements.
- Managed cast communications and executed press outreach, including writing press releases.

Freelance Producer

[Daily Blast Live](#) | Denver, CO | **March - April 2024**

- Coordinated guest interviews, conducted research, led pre-interviews, developed scripts, and managed in-studio and post-production processes.

CONTENT MARKETING SPECIALIST

Multiple Organizations | Denver, CO | **Dec 2021 - Present**

Current Contracts: [The People's Building](#), [Shakespeare In The Wild](#)

Past Contract: East Denver Food Hub, Local Theater Company

- Developed and implemented strategic content marketing initiatives, driving increased audience engagement across social media, email campaigns, and web platforms.
- Led visual branding efforts, ensuring cohesive design elements across all campaigns to maintain a consistent brand identity.
- Managed content calendars, editorial workflows, ticketing websites, and optimized SEO strategies, resulting in improved search rankings and content visibility.
- Directed season artwork and crafted distinctive visual identities for brands, aligning creative assets with overarching marketing goals.
- Propelled Shakespeare In The Wild's growth by 300% year-to-date, achieving a 54% audience increase in 2023.

PRODUCER

[H5H Production](#) | Denver, CO | **Dec 2022 - Dec 2023**

- Produced the premiere season of Vinyl Obsession on AXS TV.
- Production Manager for on-set logistics, talent and contractor coordination, and post-production workflows. Led shoot days and interviewed guests.
- Supported graphics creation, conducted research, and assisted story editing.

PRODUCER AND VIDEO PROJECT MANAGER

Mindful Health | Denver, CO | Dec 2019 - Aug 2022

- Produced video and photo assets for brands including [Earth Echo Foods](#) and [Danette May](#).
- Managed production timelines, budgets, and creative direction.
- Led video content creation (reels, product photography, short documentaries), directed shoot days, and managed the YouTube channel for Danette May with 100,000+ followers.
- Increased product launch revenue by 35% by producing engaging content that resonated with target audiences.

PRODUCER/ASSOCIATE PRODUCER

[Daily Blast Live](#) | Denver, CO | June 2019 - Dec 2019/ Sept 2018 - June 2019

- Produced field and studio segments, developing creative content for both broadcast and web.
- Managed projects from scriptwriting to final editing, ensuring broadcast standards were met.

PRODUCER & CHANNEL MANAGER

[Open Media Foundation](#) | Denver, CO | Feb 2015 - Sept 2018

- Produced impactful nonprofit videos, handling pre-production, shooting, and editing.
- Managed operations for the Colorado Channel, live broadcasts and technical production.
- Provided technical support and directed studio productions at Denver Open Media, overseeing equipment rentals worth \$2M.
- Assisted members with Adobe Suite, studio equipment, and delivered exceptional customer service to clients and the public.

PRODUCTION INTERN & FREELANCE PRODUCTION ASSISTANT

[The Daily Show](#) | NYC, New York | Sept 2009 – Jan 2011

- Assisted with tasks on the field and in the studio, transcribed field footage back in the studio and helped with audience relations and participation. Trusted with time sensitive material and assisted with studio organization.

PRODUCTION INTERN

[MTV News](#) | NYC, New York | June 2008 – Aug 2008

- Assigned to assist with Rhapsody.com and MTVNews.com content; researched material for interviews, music festivals, and assisted with production tasks on shoots. Brainstormed field ideas in the studio and helped with daily news spots.

COMMUNITY ENGAGEMENT

FOUNDING EXECUTIVE PRODUCER

[Party People Say Yeah](#) | Denver, CO | Sep 2020 – Present

- Leads creative direction for a film collective producing comedic shorts and currently developing a pilot project.
- Manages end-to-end production including collaborating with writers to shape storylines and create structure for film projects. Assembles creative teams and provides post-production leadership for editing and feedback.
- Directs marketing, social media, public relations, budgeting, and fundraising strategies.

FOUNDING CREATIVE DIRECTOR

[Hip To It](#) | Denver, CO | Nov 2021 – Aug 2023

- Directed a volunteer creative team focused on community engagement through social media.
- Developed a visual and verbal identity, managed content strategy, and created content to inspire civic participation.

EDUCATION

Bachelor of Science in Telecommunication Production

University of Florida | Gainesville, FL | 2009

TECHNICAL SKILLS

Writing: Microsoft Office Suite, Google Workspace, AP Style, ChatGPT, Grammarly **Project Management:** Asana, Monday.com, Trello **Social Media:** Meta, Hootsuite, Linktree **Email:** Mailchimp, Wix, Squarespace **CRM:** Squarespace, Wix **Graphic Design:** Canva **Production:** Adobe Premiere Pro, Adobe Photoshop, Adobe Lightroom, Sony & Canon Cameras **Music & Audio:** Adobe Audition **Content Creation:** Videography, Digital Photography, On-Camera Hosting **Equipment:** Sony A7R III, Lighting Kit, Assorted Lenses, Boom Microphone