

SHANNON WILSON

CREATIVE STRATEGY & SOCIAL LEADERSHIP | CREATOR CONTENT AND BRAND GROWTH

shancreates.com | shanwcreates@gmail.com | 610 597 0169

PROFILE

Social creative leader with 9+ years building social-first content ecosystems, brand storytelling, and audience-driven creative that delivers growth and fuels cultural relevance. Experienced leading creative direction across organic social, experiential, video, creator partnerships, and integrated marketing—developing content people actively choose to watch, share, and engage with.

EXPERIENCES

Angi (formerly Angie's List) | Senior Brand Designer, Growth
New York, New York / Full-Time Remote
September 2021 - Present (Promoted Jan 2025)

Role

- Lead social-first creative strategy and brand storytelling across Instagram, TikTok, YouTube, and Facebook, developing creative brand guidelines translating audience insights and cultural trends into platform-native content, tone of voice, and look and feel.
- Drove significant year-over-year growth across social channels, increasing impressions by 652% on Instagram, 6,437% on TikTok, 3,134% on YouTube, and 1,318% on Facebook.
- Scaled @angi's Instagram audience from 7K to 209K+ and TikTok to 25K+, increasing Instagram engagement by 285.8% YoY, shares by 167.5%, and sends by 256.6%.
- Own the creative process from brief and concept development through scripting, shot lists, content creation, production and editing, to approval and delivery, balancing creative quality, production efficiency, and platform performance.
- Direct cross-functional creative teams, agencies, editors, creators, and production partners; establish creative standards and mentor talent to deliver cohesive, high-quality work at scale.
- Leverage platform analytics and audience insights to optimize creative strategy, contributing to a 20% YoY increase in homeowner brand ad recall through organic social.
- Implement AI-enabled creative and video production workflows to accelerate content development while maintaining brand consistency, quality and integrity. @angi (Check out my latest work)

MRM//McCann Worldgroup | Art Director

New York, New York / Full-Time
June 2018 - September 2021

Clients and Pitches

USPS, Urban Decay, USTA, Latuda, eBay, Capital One, Cigna — contributing to millions in new business.

Role

- Lead developed and concepting through execution on campaign identity systems across integrated campaigns, social, digital, experiential, OOH, and print — presenting multiple visual directions with conviction to clients and stakeholders.
- Directed and executed culturally resonant concepts with a copywriting partner, translating business goals into creative that landed across physical and digital touchpoints.
- Collaborated and managed relationships cross-functionally with strategy, account, clients, and product teams to deliver brand evolving creative.

Skai Blue Media & Klinamen | Design + Art Direction
Philadelphia, PA + Rome, Italy / Internships
May 2017 - July 2017

Clients

Flexibilize®, Grace Mahary, Visit Philly, Landit, Tina Lifford, Marley Dias

Role

- Developed brand identity systems from concept to execution across digital, print, and physical touchpoints for a diverse client roster spanning fashion, tech, and culture.
- Collaborated cross-functionally with architects, designers, and directors to deliver consistent, compelling creative — from catalogue layouts and product photography to apparel styling and social media outputs.

EDUCATION

Temple University & Temple Rome, Italy

Klein College of Media & Communication, Advertising Art Direction
Tyler School of Art & Architecture, Fine Art
Bachelor of Arts | Magna Cum Laude, GPA 3.82

CORE SKILLS

Brand Marketing & Campaign Systems

- Identity development, multi-platform campaign direction, brand guidelines

Experiential & Events Social

- Digitally native on-platform events, OOH, TVC, in-person activations

Creator Content and Storytelling

- Feed-native video, platform fluency, culturally resonant content strategy

Team Leadership

- Creative direction, mentorship, agency + freelance management

AI-Enabled and Data-Informed

- Metrics-driven creative decisions and optimized outputs

CREATIVE TECHNOLOGY & AI TOOLS

Adobe Creative Suite

Higgsfield

Google Flow

Monday

Gemini

Capcut

Figma

Edits

Google Suite

Claude

The Share Button

Youtube

Notion

Gemini

Sprout

ChatGPT

NanaBanana

Vevo.3

Meta

TikTok

Powershot