

CREATIVE  
2018 VISUALS 2021

A  
PORTFOLIO.

*shannon milburn*

A black and white photograph of a beach scene. The foreground shows the sandy shore with gentle waves lapping at it. In the middle ground, several people are in the water, some appearing to be surfing or wading. The background is a vast, open ocean meeting a clear sky at the horizon. The overall mood is serene and active.

HELLO, I'M  
**SHANNON MILBURN**  
A CREATIVE VISUAL ARTIST

I STARTED IN FASHION DESIGN, WHICH LED TO MEDIA PRODUCTION, WHICH LED TO EVERYTHING.

WITH A FOCUS IN ART AND MEDIA, I AIM TO WORK ALONGSIDE HIGH END BRANDS  
TO CURATE THE BEST PRODUCTION EXPERIENCE POSSIBLE.

DALLAS, TEXAS

CREATIVE DIRECTION.  
CONTENT CREATION.  
VIDEO PRODUCTION.  
LIVE PRODUCTION.  
WRITING.





# ABOUT ME

I HAVE BEEN AWARDED TITLES OF "INNOVATOR" AND "CREATIVE STRATEGIST," AND I WEAR THEM PROUDLY.

THERE HASN'T BEEN A DAY IN MY LIFE WHERE MY ART AND CREATIVITY WASN'T MY TOP PRIORITY.

AS THE DAUGHTER AND SISTER OF SCIENTISTS, ART AND CREATIVITY WAS ENCOURAGED BUT NOT TAUGHT, AND I TASKED MYSELF WITH THE CHALLENGE OF TEACHING MYSELF ALL OF THESE SKILLS.

FROM DRAWING, TO SEWING, TO PIANO, TO WRITING, I CONSTANTLY FOUND OUTLETS THAT ALLOWED ME TO PLAY AND CREATE AND CURATE MY OWN SETS OF SKILLS AND PASSIONS.

WITH A CAMERA AND EDITING PROGRAM ALWAYS AVAILABLE, I FELL IN LOVE WITH DIGITAL MEDIUMS OF ART.

I BEGAN MY COLLEGE STUDIES IN APPAREL DESIGN AND MANUFACTURING, AND AS I CHANGED COURSES AND LEARNED OTHER PARTS OF THE INDUSTRY, I FELL BACK INTO MY FIRST LOVE OF DIGITAL MEDIA.

PHOTOGRAPHY, BLOG WRITING, VIDEO PRODUCTION, AND LIVE PRODUCTION ARE SOME OF THE SKILLS AT THE TOP OF MY LIST, AND MY PASSIONS THAT I JUST CANNOT PUT AWAY FOR A TYPICAL ADMINISTRATIVE OR SALES ROLE.

THEY ALWAYS FIND ME AGAIN, AND I WILL ALWAYS PERSIST IN SHARPENING MY CRAFT.



# WORK EXPERIENCE

---

GALLERY MANAGER  
BOTANICAL MIX, DALLAS, TX | 2024 - CURRENT

CURATING INSTALLATION CONCEPTS, ENGAGING GALLERY VISITORS.

---

CO-FOUNDER, CREATIVE DIRECTOR  
PARTIES BY US, DALLAS, TX | 2023 - CURRENT

A PARTY PLANNING COMPANY, FOUNDED IN SEPTEMBER 2023. DIRECTOR OF THEMES AND BRANDING.

---

KEY HOLDER | CONTENT + MARKETING  
FRAME, HIGHLAND PARK VILLAGE, TX | 2022 - 2024

FOCUSING ON CREATING CONTENT FOR THE STORE AND HANDLING MARKETING COMMUNICATIONS.

---

PRODUCTION AND ART ASSISTANT  
ELEVEN32, ALLEN, TX | 2018 - 2022

CONSISTING OF A VARIETY OF ASSIGNMENTS, RANGING FROM ADMINISTRATIVE DUTIES TO VISUALLY DRIVEN DESIGN TASKS. COLLABORATING WITH THE MEDIA DIRECTOR ON LARGE SCALE PROJECTS.

---

FASHION WEEK INTERN  
JUNE79, NEW YORK, NY | 2022

ASSISTING WITH ANY NEEDS LEADING UP TO THE JUNE79 SPRING/SUMMER FASHION SHOW AT NEW YORK FASHION WEEK 2022.

---

COPYWRITER  
PINKPOP MEDIA, REMOTE | 2022 - CURRENT

WRITE COPY FOR BLOGS OF SEVERAL TOPICS UNDER THE PINKPOP MEDIA UMBRELLA.



# CREATIVE DIRECTION CONFERENCES/EVENTS

CURATE MOOD BOARDS FOR TEAM TO REFERENCE WHILE PLANNING  
ON-STAGE ELEMENTS AND BUILDING DECOR.

SAMPLE: WMNS CONFERENCE

MOOD BOARD + DEFINITION GIVEN:

WMNS Conference 2021  
Theme: Glow | 70's Glam



IS: LIGHT, AIRY, SPARKLY, WARM, DREAMY, EDITORIAL, FIERCE, POWERFUL.  
IS NOT: FLORAL, HIPPIE, EARTHY, PEACE SIGNS, GOOFY, PSYCHEDELIC, FUNKY.

EXECUTION BY OUR  
EVENTS,  
MEDIA, AND  
COMMUNICATIONS  
TEAMS.

LOBBY SAMPLE



PHOTOSHOOT SAMPLES



PROMOTIONAL MATERIALS SAMPLE

SEPTEMBER 24TH-25TH | 345

WMNS  
CONF

CHURCHEVEN32.COM



# CREATIVE DIRECTION PARTIES BY US

TAKE THEMES GIVEN BY CLIENTS OR SELECT A THEME, CREATE MOOD BOARDS AND GUIDLINES.

CREATE UNIQUE WAYS TO THROW THE SAME PARTY WE'VE SEEN ONLINE 1,000 TIMES.

SAMPLE: NEW YEAR'S EVE 2023

MOOD BOARD • DEFINITION GIVEN:



IS: WARM, ELEGANT, LUXE, BUBBLY, UNIQUE, CLASSY, A 360 EXPERIENCE.  
IS NOT: CHEESY, SIMPLE, CASUAL, BASIC.

EXECUTION BY THE  
PBU TEAM, AND  
PARTY HOST.





# CREATIVE DIRECTION FLORAL INSTALLATION

TAKE COLOR PALETTES OR THEMES FROM RESTAURANT OWNERS AND CURATE A FLORAL INSTALLATION MOOD BOARD AND GUIDE FOR THE DESIGNER. ASSIST IN INSTALLATION.

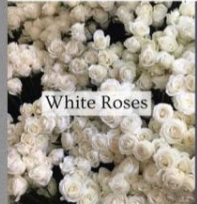
SAMPLE: CATBIRD, MARCH 2024

## CATBIRD MARCH 2024

Whimsical, full, light with pops of darker/brighter tones

Fullness created with *hydrangeas*, *roses*, and *daisies*.

Slightly lower hangings of both colors of *delphiniums*, adding to fullness.  
Drop downs of *cornflowers* and *yellow irises*.



White Roses



Blue/Green Hydrangeas



Cornflowers



Lilac Delphiniums



Daisy Sprigs



Blue Delphiniums



Yellow Iris  
(accents)

## CATBIRD MARCH 2024



Iris/Cornflower layer concept



Delphinium layer concept



EXECUTION BY THE  
BOTANICAL MIX TEAM

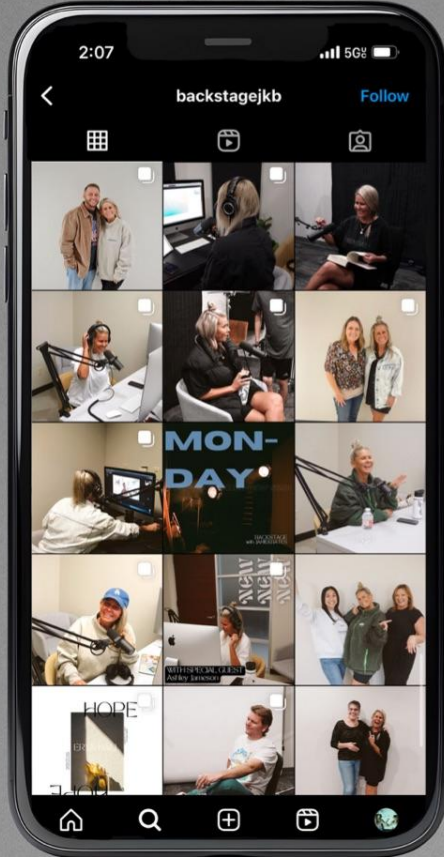




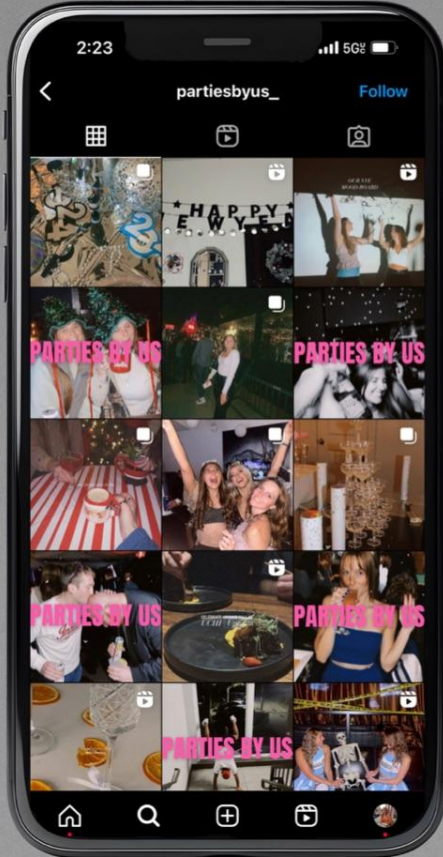
# CONTENT CREATION

HAVING GROWN UP IN THIS DIGITAL AGE WITH A LOVE FOR CREATIVITY, CONTENT CREATION COMES NATURALLY AND OFTEN FEELS LIKE A CREATIVE OUTLET.

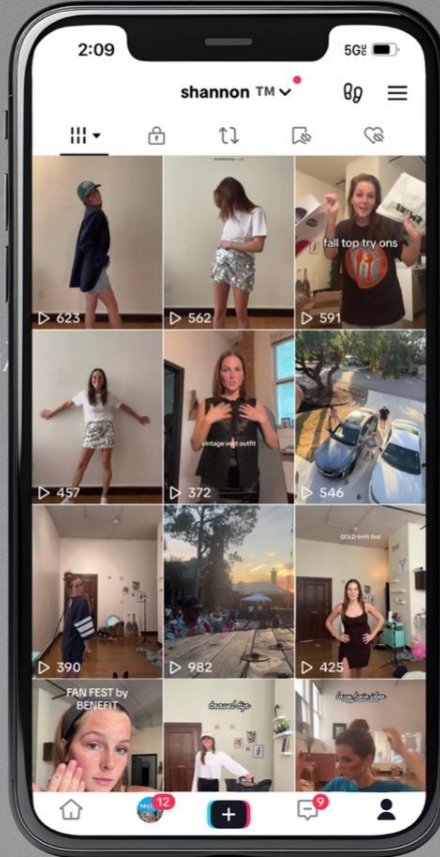
CLIENT INSTGRAM



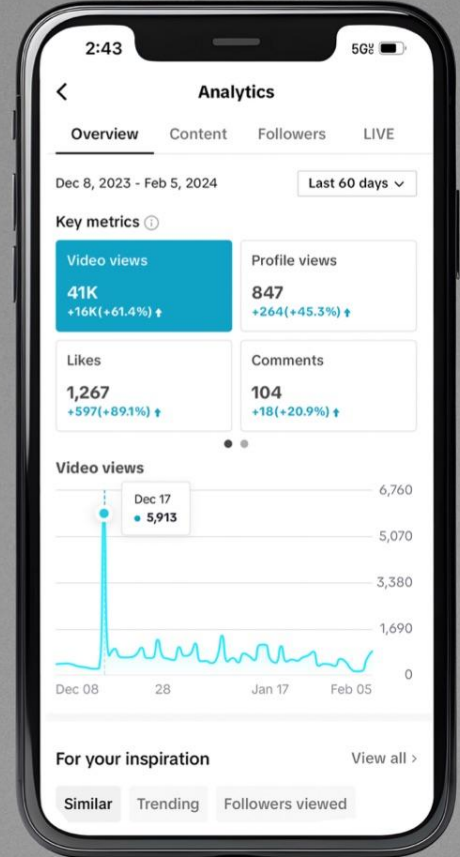
PARTIES BY US INSTGRAM



PERSONAL TIKTOK



TIKTOK ANALYTICS



# PRODUCTION

## LIVE EVENT SAMPLES



MERUERT TOLEGEN FW24 SHOW

SEWING, MODEL MANAGEMENT



JUNE79 FW22 SHOW

PUBLIC RELATIONS  
+ PRODUCTION



HOW THE GOOD LORD WORKS  
(SUNDAY SERVICE COVER)

COORDINATE AVL AND  
CAMERA TEAMS

LIVE PRODUCTIONS: CONCERTS, CONFERENCES, AND FASHION SHOWS  
DIGITAL PRODUCTIONS LIKE MUSIC VIDEOS AND BEHIND THE SCENES

## VIDEO SAMPLES

GOODNESS. MUSIC VIDEO BTS

FILMING + EDITING  
ADOBE PREMIERE PRO  
SONY A6000



CLEAN MUSIC VIDEO

COORDINATING AVL  
AND CAMERA TEAMS.



GOODNESS. MUSIC VIDEO

ART DIRECTION  
SET BUILDING





# COPYWRITING SAMPLES

I WRITE AND HAVE WRITTEN FOR VARIOUS BLOGS AND SOCIAL CHANNELS,  
WRITING COPY TO DRIVE TRAFFIC TO WEBSITES OR BUILD ENGAGING AUDIENCES.

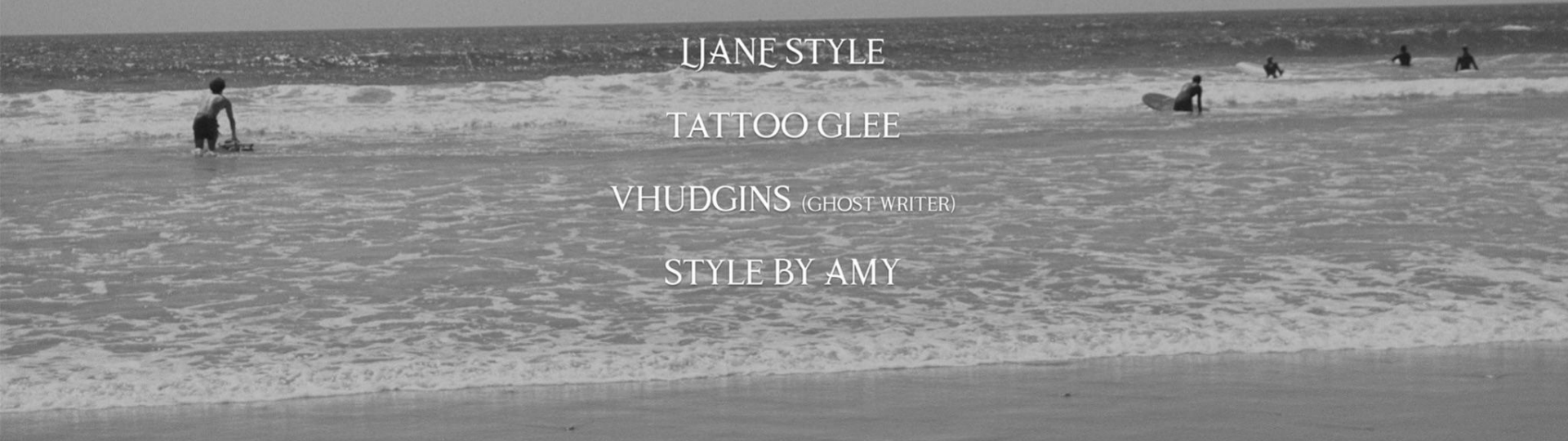
ALL WRITING CHANNELS INCLUDE BEST SEO PRACTICES.

LJANE STYLE

TATTOO GLEE

VHUDGINS (GHOST WRITER)

STYLE BY AMY



A woman with long blonde hair, wearing a black wide-brimmed hat, a white sleeveless dress with a subtle pattern, and brown boots, stands in a field of tall, dry grass. She is posing with one hand near her face and the other on her hip. The background shows a line of trees under a cloudy sky.

# S H A N

CONTACT  
[WWW.SHANNONOLIVIA.COM](http://WWW.SHANNONOLIVIA.COM)  
[SHANNONMILB@GMAIL.COM](mailto:SHANNONMILB@GMAIL.COM)