

SHANNON EBERHARD

ADDRESS:

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EDUCATION

Graduate School, MIS
Public Administration
& Communication
(Present - 2022)
Southern Utah University

Illustration & Design
Bachelor's Fine Art
May 2007
Southern Utah University
Honors: Magna Cum Laude

PROFESSIONAL

- Social Media and Communications Manager
 - Freelance Design, Illustration & Art
 - Team Leader 8-16 employees.
 - Fee Program Manager
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TECHNICAL

- Adobe Suite
- Microsoft Office
- Google Platform

WORK EXPERIENCE:

Visual Information Specialist

01/22/2017 - 01/20/2020

Cedar Breaks National Monument, UT

Duties:

- Team leader for eight seasonal interpretation employees.
- Media Manager; website, email, social media, press releases, brochures, trail-guides, signs etc.
- Campground & Fee Manager; processed and remitted park fees and deposits.

Accomplishments:

- Wrote and distributed park press releases, updates etc.
 - Wrote and/updated seasonal, volunteer, and administrative employee handbooks.
 - Monitored & replied to all public email inquiries.
 - Managed social media profiles between 2014-2019.
 - Increased Cedar Breaks Facebook following by 375%
 - Increased Instagram following 2,650 %
 - Designed, illustrated and produced 20+ park signs.
 - Rewrote and re-designed 15+ park handouts.
 - Updated 50+ Cedar Breaks web-pages.
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Park Guide (Fee Collection)

09/04/2016 - 01/21/17

Cedar Breaks National Monument, UT

Duties:

- Researched, prepared and presented formal interpretive programs and guided hikes to groups of 5-50 people.
- Explained and enforced park rules, safety and regulations.
- Operated electronic computerized cash register, performed fee-booth opening and closing shift functions.

Accomplishments:

- Received 10 week course Master Astronomer Certification.
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Interagency Internship Cooperative (IIC)

Tier III Media Specialist

03/2015 - 09/2016, SUU/Cedar Breaks, UT

Duties:

- Coordinator for 2015 and 2016 Arts Afire Plein Air Events.
- Researched, prepared and presented formal interpretive programs and guided hikes.
- Explained and enforced park rules, safety and regulations.
- Operated electronic computerized cash register, performed fee-booth opening and closing shift functions.

Accomplishments:

- The 2015-2016 Plein Air events successfully raised \$25,000+
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Art Teacher: CERTS Residential Treatment Centers

10/2012 - 03/2015, Cedar City, UT

Duties:

- Planned and implemented lessons in accordance to school curriculum guidelines.
- Created an achievement oriented learning environment while

- integrating therapeutic techniques.
 - Communicated student progress to parents.
 - Managed classroom supplies and budget.
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Shift Lead/Youth Supervisor: Moon Ridge Academy

02/2013 - 03/2015, Cedar City, UT

Duties:

- Supervised up to sixteen at risk youth and four staff.
 - Resolved emotional and physical conflicts on a daily basis.
 - Implemented client behavioral plans by providing, mentoring, close supervision and documentation.
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Freelance Graphic Design & Illustration

05/2007 - Present Cedar City, UT

Duties:

- Create original illustration, graphic design, digital photo retouching, compositing & enhancement.

Accomplishments:

Clients include Zion Forever Project, Red Earth Recording Studio, StoryTellers Club, Town of Cedar City, Groovefest, The Hunting Fool Magazine.

TRAINING:

2018 - Certified Master Astronomer

2016 - Multi-Media Specialist certified via Lynda.com

2015 - Risk Management & Safety for Outdoor Recreation, Outdoor Recreation Policy & Planning

2014 - Foundations of Outdoor Recreation, Geology of the National Parks

CERTIFICATIONS:

2019- DOI Fee Manager Training, Defensive Driving, FISSA, First Aid & CPR

2015 - Eppler: Wilderness Act of 1964, NPS Basic & Intermediate Web Course (CMS)

REFERENCES:

Ruth Murrow

Recreational Therapist

(435) 592-5729

ruth.kolob@gmail.com

Teri Saa

Administrator & Business Owner

(435) 592-9623,

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Zach Schierl

Professor/Seasonal Park Ranger

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