

Kay Shannon

CONTACT

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🌐 [https://kaygshannon.wixsite.com/
portfolio](https://kaygshannon.wixsite.com/portfolio)

EDUCATION

The Pennsylvania State University 2021 - 2025

Bachelor of Design in Professional
Photography

Minor in Digital Media Trends and Analytics
Certificate in Digital Arts

SKILLS

- Nikon DSLR & Mirrorless Cameras
- Adobe Creative Suite
- Studio Lighting
- Social Media Management
- Microsoft Office
- Detail Oriented
- Adaptability
- Oral & Written Communications
- Problem Solving & Critical Thinking

LINKS

Website

<https://kaygshannon.wixsite.com/portfolio>

LinkedIn

<https://www.linkedin.com/in/kay-shannon/>

Instagram

@kaykapturez

TikTok

@kay_kapturez

PROFILE SUMMARY

Sports content creator with experience managing and producing photo and video content for 50+ events. Skilled in social media strategy, trend integration, and real-time storytelling across platforms. Passionate about developing campaigns that engage communities, drive audience growth, and strengthen brand presence.

SPORTS MEDIA EXPERIENCE

Freelance Camera Operator

September 2025 - Present

Lafayette Sports Network

- Operate cameras for Division I sports events, capturing live video and collaborating with production teams to produce high-quality footage for broadcast and social platforms.

Marketing Coordinator

September 2024 - May 2025

Penn State Sports Business Conference

- Oversaw the full content production process, producing high-quality multimedia content and publishing across platforms.
- Analyzed social media trends and performance metrics to develop data-driven strategies, achieving a 200% increase in Instagram engagement, 40% follower growth, and over 43,000 views with 2,334 likes on TikTok.
- Coordinated ticket sales campaigns with the Sales & Sponsorships department, generating \$9,000 in gross revenue.

Sports Photographer

September 2023 - May 2025

Comm Radio

- Photographed athletic and community events for Comm Radio, supporting online articles and social media content to enhance sports coverage and audience engagement.
- Produced and delivered timely footage during live events, enhancing coverage and audience interaction.
- Organized images with metadata for efficient retrieval and use in social and editorial workflows.

Photographer

February 7, 2025

Lehigh Valley Phantoms Press Row Prospects Program

- Photographed an American Hockey League game from rink side, learning the pace of professional sports content creation.
- Engaged with Lehigh Valley Phantoms employees to gain insights into the responsibilities of creatives on game days.

Photography & Videography Intern

May - August 2024

All-Star Sports Acedemy

- Elevated brand visibility by producing engaging photo and video content for multi-platform use.
- Shot and edited content of baseball events for All-Star's marketing efforts, contributing to a 10% increase in program signups and a 24% growth in Instagram followers over the summer.