

SHANNON GROUNDS



MARKETING PROFESSIONAL

EXPERTISE



MARKETING STRATEGY
CREATIVE DIRECTION
GRAPHIC/WEB DESIGN
STRATEGIC PARTNERSHIPS
DATA ANALYSIS
SOCIAL MEDIA
CONTENT DEVELOPMENT
PUBLIC RELATIONS
EVENT PRODUCTION
PROJECT MANAGEMENT

TECH SKILLS



MICROSOFT OFFICE
ADOBE CREATIVE SUITE
HTML/CSS
GOOGLE ANALYTICS
CONTENT MANAGEMENT SYSTEMS
EMAIL MARKETING PLATFORMS
SOCIAL MEDIA PLATFORMS
G-SUITE
SALESFORCE



PROFESSIONAL EXPERIENCE

MARKETING MANAGER/GRAPHIC DESIGNER FREELANCE

2002 - PRESENT (FREELANCE/CONTRACT)

- Provided marketing management, graphic design, and event coordination services for various clients including Ground Floor Theatre, Austin Shakespeare, Ellevé Real Estate Group, Hometown Charm Realty, The Craftsman Agency, and others

PRODUCING ARTISTIC & MARKETING DIRECTOR SHREWD PRODUCTIONS

OCTOBER 2005 - PRESENT (PART-TIME, PROJECT)

- Coordinated, planned and executed season programming, serving as primary producer and leading all marketing efforts for award-winning arts organization
- Managed all social media accounts, creating content and graphics for social, email, website and print marketing
- Developed marketing and promotional plan for all productions, coordinating deliverables with contract personnel and media outlets
- Negotiated contracts and sponsorship agreements with venues, publishing houses, sponsors, contributing artists and donors
- Developed grant applications for the City of Austin Cultural Contracts division and other funding organizations
- Hired and managed teams for all events including directors, designers, performers and support staff
- ★ Received feature coverage and reviews in all local print, radio and online arts publications/broadcasts
- ★ Awarded multiple grants, awards and nominations for new play production

AFFILIATE PROGRAM MANAGER & CONTENT WRITER SHOPLC (FORMERLY LIQUIDATION CHANNEL) NOVEMBER 2012 - JANUARY 2017

- Developed and executed strategies to build affiliate marketing program and maximize revenue potential for liquidationchannel.com
- Cultivated relationships with affiliates, identifying and forging new strategic partnerships
- Developed marketing and promotional calendar, executing campaigns to drive affiliate sales
- Analyzed affiliate data, creating reports on program progress with recommendations for continued growth
- Negotiated ad placement spends with the highest ROI and determined advertising budget
- Wrote content for ShopLC blog for holiday gift guides and special events
- ★ Managed affiliate program, increasing sales by 266% in the last year as Program Manager
- ★ Increased program revenue from 300 K before program management to 2.6 M in 3 years

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CONTACT



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PORTFOLIO



[GROUNDSPORTFOLIO.COM](https://www.groundsportfolio.com)

[SHREWDPRODUCTIONS.COM](https://www.shrewdproductions.com)

INTERESTS



PROFESSIONAL EXPERIENCE CONTINUED

SENIOR GRAPHIC DESIGNER & WEB EDITOR
CBRE, INC. (FORMERLY CB RICHARD ELLIS)
NOVEMBER 2006 - DECEMBER 2011

- Served as the centralized marketing lead for the Austin, San Antonio and El Paso offices, providing primary graphic and web design services for all cities and overseeing all digital marketing efforts by support staff
- Developed new business development materials in coordination with other U.S. CBRE offices
- Ensured compliance with corporate branding standards and style guides
- Trained new and existing employees via group presentations, online guides and one-on-one sessions
- Managed the implementation of national marketing initiatives for the Central Texas offices
- ★ Created marketing and pitch presentation materials nationally designated Best of Class
- ★ Awarded national Golden Teammate of the Year in 2010

ASSOCIATE MARKETING MANAGER
COMMEMORATIVE BRANDS
MARCH 2004 - MARCH 2006

- Managed execution of national marketing programs for multiple product lines including Balfour Military, Balfour Championship, Keepsake Bowling and ArtCarved Celebrations of Life
- Provided creative direction and managed production of promotional materials within budget guidelines
- Managed the implementation of web site initiatives including site re-designs and online promotions
- Worked with Product Design and Brand Managers to develop new product offerings and marketing strategies for Balfour, Keepsake and ArtCarved product lines
- Supervised photo shoots, providing direction and feedback
- ★ Led execution of base-specific marketing plans to increase sales for Balfour Military by 30%
- ★ Developed online sales guide for prospective retailers for use at national JCK convention

OTHER POSITIONS HELD

- MARKETING DIRECTOR FRONTERAFEST
- ACCOUNT EXECUTIVE OUTBOUNDENGINE
- GROUP SALES MANAGER AUSTIN THEATER ALLIANCE



EDUCATION

BACHELOR OF FINE ARTS UNIVERSITY OF TEXAS AT AUSTIN
SELECTED COURSES AUSTIN COMMUNITY COLLEGE AND UT
CONTINUING EDUCATION PROGRAM