

SHANNON GROUNDS

DIGITAL MARKETING & ART DIRECTOR

EXPERTISE



MARKETING STRATEGY
CREATIVE DIRECTION
BUSINESS DEVELOPMENT
GRAPHIC/WEB DESIGN
CONTENT DEVELOPMENT
STRATEGIC PARTNERSHIPS
SOCIAL MEDIA
EMAIL MARKETING
PROJECT MANAGEMENT
DATA ANALYSIS
ACCOUNT MANAGEMENT

TECH SKILLS

MICROSOFT OFFICE
ADOBE CREATIVE SUITE
HTML/CSS
GOOGLE ANALYTICS
GOOGLE ADWORDS
CONTENT MANAGEMENT SYSTEMS
EMAIL MARKETING PLATFORMS
SOCIAL MEDIA PLATFORMS
G-SUITE
SALESFORCE
TEAMWORK
ASANA
SLACK
CANVA
MICROSOFT TEAMS
ZOOM
SKYPE



SUMMARY

Digital Marketing and Art Director known for creative direction, relationship building, working within limited budgets to produce high return investments, and developing campaigns from concept to execution.

PROFESSIONAL EXPERIENCE

DIGITAL MARKETING MANAGER, BUSINESS DEVELOPMENT

NEHMEDIA INC.

MARCH 2021 - PRESENT

- ★ Increased client engagement among assigned clients by 84% in the first 8 months.
- ★ Assigned management of 38% of all agency clients between 5 Account Managers.
- ★ Created successful new Social Media Advertising Management proposal, adopted by 2 clients within the first month.
- ★ Revamped Monthly Reporting process, leading to more accurate and easily read reports for agency clients.
- Managed a portfolio of high-priority clients, providing strategic insights and recommendations for growth and brand awareness, website maintenance, data analysis and reporting, and proposals for new projects and services.
- Collaborated with agency leadership and creative team to re-vamp agency marketing materials, websites, white papers, proposals, and internal policies.

ART AND MARKETING DIRECTOR

SHREWD PRODUCTIONS (PART-TIME, PROJECT-BASED)

OCTOBER 2005 - PRESENT

- ★ Awarded multiple grants, awards and nominations for new play production.
- ★ Received feature coverage in major publications including Texas Monthly, Austin Chronicle, Austin American-Statesman, KUT Radio, KOOP Radio, Sightlines Magazine, Broadway World, CTX Live Theatre, and others.
- 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.
- Negotiated contracts and sponsorship agreements with venues, publishing houses, sponsors, contributing artists and donors.
- Hired and managed teams for all events including directors, designers, performers and support staff.
- Designed and/or provided creative direction for all visual marketing materials.

E-COMMERCE MARKETING MANAGER & DESIGNER - AFFILIATE CHANNEL/PARTNERSHIPS

SHOPLC (FORMERLY LIQUIDATION CHANNEL)

NOVEMBER 2012 - JANUARY 2017

- ★ Managed affiliate program, increasing sales by 266% in the last year as Program Manager.
- ★ Increased program revenue from 300K before program management to 2.6M annually in 3 years.

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DIGITAL MARKETING & ART DIRECTOR

CONTACT



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PORTFOLIO

[GROUNDSFORHIRE.COM](https://www.groundsforhire.com)

[SHREWDPRODUCTIONS.ORG](https://www.shrewdproductions.org)

[BAKINGFORGOOD.ORG](https://www.bakingforgood.org)

EDUCATION

BACHELOR OF FINE ARTS,
UNIVERSITY OF TEXAS AT AUSTIN

SELECTED COURSES,
UT CONTINUING EDUCATION
AUSTIN COMMUNITY COLLEGE

OTHER ROLES

FESTIVAL MARKETING DIRECTOR
GROUP SALES MANAGER
ASSOCIATE MARKETING MANAGER
WEB DEVELOPER
TUTOR, LITERATURE AND SAT PREP
ACCOUNT EXECUTIVE



PROFESSIONAL EXPERIENCE CONTINUED

E-COMMERCE MARKETING MANAGER & DESIGNER - AFFILIATE CHANNEL/PARTNERSHIPS CONTINUED

- Developed and executed strategies to build affiliate marketing program and maximize revenue potential for liquidationchannel.com.
- 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.
- Created content and curated products for the ShopLC blog for holiday gift guides and special events.
- Determined promotional strategy, and designed web pages, email campaigns, banners, ads, and other graphics as part of the E-Commerce team.

MARKETING CONSULTANT/DESIGNER

FREELANCE/CONTRACT (SELECTED PROJECTS)
JANUARY 2017 - PRESENT

- ★ Raised over \$8K in five days for BlackArtMattersATX, co-managing online/virtual bake sale event, including custom website design, auction preparation, and 20+ graphics for blog posts and social media for BakingForGood.org.
- ★ Coordinated multiple SXSW installations, including strategic planning, site visits, client communications, securing vendors, and negotiating rates for a short turn-around, high-profile event for Booz-Allen Hamilton.
- Created ADA compliant flyers, brochures, website mock-ups, and other illustrated educational materials for the Texas Education Agency.
- Created signage, listing presentations, brochures, and social media graphics for multiple residential real estate teams.
- Designed posters, postcards, and social media graphics for multiple theatrical productions, collaborating with Artistic Directors and playwrights.

SENIOR DESIGNER AND DIGITAL MARKETING MANAGER

CBRE, INC. (FORMERLY CB RICHARD ELLIS)
NOVEMBER 2006 - DECEMBER 2011

- ★ Created multiple marketing and pitch presentation materials nationally designated Best of Class.
- ★ Awarded national Golden Teammate of the Year in 2010.
- 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.
- Ensured compliance with corporate branding standards and style guides.
- Trained new and existing employees via group presentations, on-line guides and one-on-one sessions.
- Managed the implementation of national marketing initiatives for the Central Texas offices.