

SHANNON GROUNDS

DIGITAL MARKETING MANAGER

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
EMAIL MARKETING PLATFORMS
GOOGLE ANALYTICS
GOOGLE ADWORDS
CONTENT MANAGEMENT SYSTEMS
SOCIAL MEDIA PLATFORMS
WORDPRESS
G-SUITE
SALESFORCE
TEAMWORK
ASANA
SLACK
CANVA
MICROSOFT TEAMS
ZOOM



SUMMARY

Marketing Manager known for building strategic relationships, working within limited budgets to produce high return investments, and developing campaigns from concept to execution.

PROFESSIONAL EXPERIENCE

DIGITAL MARKETING MANAGER, BUSINESS/CLIENT DEVELOPMENT
MARCH 2021 - PRESENT

- ★ Increased client engagement among assigned clients by 81% in the first 8 months.
- ★ Created successful new Social Media Management proposal, doubling number of social media clients in the last year.
- ★ Brought in over 10K in one-time revenue, and over 40K in annual recurring revenue in the last year.
- Revamped Monthly Reporting process, leading to more accurate and easily read reports for agency clients.
- Managed a portfolio of forty 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.

MARKETING MANAGER/CREATIVE DESIGNER
FREELANCE/CONTRACT (SELECTED PROJECTS)
JANUARY 2017 - MARCH 2021

- ★ 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.
- 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.

AFFILIATE MARKETING MANAGER
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.
- ★ Recruited new partners, increasing profitable partnerships from 1 to over 500.

SHANNON GROUNDS

DIGITAL MARKETING MANAGER

CONTACT



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512.626.5901

PORTFOLIO

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

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

EDUCATION

BACHELOR OF FINE ARTS,
UNIVERSITY OF TEXAS AT AUSTIN

SELECTED COURSES,
UT CONTINUING EDUCATION
AUSTIN COMMUNITY COLLEGE

OTHER ROLES

TUTOR - LITERATURE ANALYSIS AND
SAT PREP

FESTIVAL MARKETING DIRECTOR

GROUP SALES MANAGER

ASSOCIATE MARKETING MANAGER

CONTENT WRITER



PROFESSIONAL EXPERIENCE CONTINUED

AFFILIATE MARKETING MANAGER - 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.
- Designed web pages, email campaigns, banners, ads, and other graphics as part of the E-Commerce team.

ART & 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.

SENIOR DESIGNER & DIGITAL MARKETING MANAGER

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

- ★ Created 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.