

# SHANNON GROUNDS

## ARTISTIC & MARKETING 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  
AFFILIATE MARKETING

### 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  
WORDPRESS  
WIX



### SUMMARY

Arts administrator and marketing professional with over ten years of experience developing and managing programs for both the commercial and non-profit sectors. I specialize in arts programming and multi-channel, marketing campaign development.

### PROFESSIONAL EXPERIENCE

#### ARTISTIC 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, Broadway World, and others.
- Coordinated, planned and executed season programming, serving as primary producer and leading all marketing efforts for award-winning arts organization.
- 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.
- Developed grant applications for the City of Austin Cultural Contracts division and other funding organizations.
- Designed website, online graphics, posters, postcards, and other collateral to promote individual productions, season, and organizational brand identity.
- Managed and executed all social media and email marketing efforts.

#### DIGITAL MARKETING MANAGER, BUSINESS DEVELOPMENT

NEHMEDIA INC. (FULL-TIME)  
MARCH 2021 - PRESENT

- ★ Increased client engagement among assigned clients by 81% in the first 8 months.
- ★ Brought in over 10K in one-time revenue, and over 40K in annual recurring revenue in the last year.
- ★ Created successful new Social Media Advertising Management proposal, adopted by 5 clients within the first 6 months.
- 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.
- Created proposals and negotiated contracts for new clients and additional services for existing clients.
- Evaluated client paid media budgets and provided recommendations to maximize ROI and online visibility.
- Built and strengthened client relationships to achieve long-term partnerships in the pet resort industry.

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### CONTACT



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[LINKEDIN.COM/IN/SHANNONGROUNDS](https://www.linkedin.com/in/shannongrounds)

512.626.5901

### PORTFOLIO

[GROUNDSFORHIRE.COM](http://GROUNDSFORHIRE.COM)

[SHREWDPRODUCTIONS.ORG](http://SHREWDPRODUCTIONS.ORG)

### EDUCATION

**BACHELOR OF FINE ARTS,**  
UNIVERSITY OF TEXAS AT AUSTIN

**SELECTED COURSES,**  
UT CONTINUING EDUCATION  
AUSTIN COMMUNITY COLLEGE

### OTHER ROLES

FRONTERAFEST MARKETING  
DIRECTOR  
GROUP SALES MANAGER  
ASSOCIATE MARKETING MANAGER  
GRAPHIC DESIGNER  
WEB DESIGNER



## PROFESSIONAL EXPERIENCE CONTINUED

### MARKETING MANAGER/DESIGNER

FREELANCE/CONTRACT (SELECTED PROJECTS)

JANUARY 2002 - 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.
- ★ Served as the Marketing Director for FronteraFest, America's longest-running fringe theatre festival for four years.
- Designed print and online materials as primary Graphic Designer for Ground Floor Theatre.
- Designed posters, postcards, and social media graphics for multiple theatrical productions, collaborating with Artistic Directors and playwrights.
- Created ADA compliant flyers, brochures, website mock-ups, and other illustrated educational materials for the Texas Education Agency.

### E-COMMERCE MARKETING MANAGER - AFFILIATE 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.
- Developed and executed strategies to build affiliate marketing program and maximize revenue potential for liquidationchannel.com.
- 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 and promotional calendar.
- 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.

### SENIOR DESIGNER AND PROPERTY 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.