

Value Proposition

With over 25 years of experience, Shannon's marketing portfolio includes a variety of industries such as retail, communications, business services, oil and gas, home building, real estate development, not-for-profit, entertainment and automotive. In addition to acute account management capabilities, Shannon's skills include copywriting, graphic design, corporate communications, website design, website development, search engine optimization, social media, strategic planning, business development and training and sales. Shannon's clients benefit from her creativity, keen marketing sense and business acumen while appreciating her devotion to brand integrity, time management and budget discipline.

Selected Achievements

- Designed and built websites for various clients using WordPress, including SEO implementation.
- Provide ongoing marketing, website and social media support for a not-for-profit client, including membership, advocacy and event campaigns.
- Coordinate, write and design all marketing and collateral needs for Osborne Interim Management. Redesigned and built content for the relaunch of its website, including a defined SEO strategy.
- Represented IT consulting company's largest account, the Royal Bank of Canada, and increased revenue from \$0.5 million to over \$3 million in less than one year.
- Wrote communications plan that redefined the brand identity and marketing strategy for Cedarglen Homes, helping to increase its industry position from fifth to second. The plan set the foundation for the redesign of the logo, all collateral, signage and sales centres.
- Identified strategies and implemented an integrated campaign for the 2003 Calgary Stampede 10-day event. The campaign consisted of television, radio, transit, newspaper, urinal and wild postings. Despite decreased tourism due to national issues, attendance and revenue remained level.
- Launched a successful new community (Garrison Green) including full advertising campaign, logo design, collateral, sales centre displays and interior/exterior signage program.
- Negotiated and successfully executed a multi-level marketing contract between Star Choice Communications and The Beer Store in Ontario.
- Developed value-added promotions for General Motors of Canada to increase sales and market share, including the "Win More Horsepower" promotion that increased truck sales an average of 120%.
- Created, published and sold The Decorator's Journal – a décor book. Sold the product to over 65 retailers, including Urban Bar, a national chain. Also established a customization program and sold it to Homes by Avi.

Experience

- Osborne Interim Management:
 - Western Crop Innovations: Website Design/Development, Marketing (April - September 2024)
 - Children's Autism Services of Edmonton: Website Design/Development, Marketing (January 2024 - Present)
 - Friends of CABR: Marketing Strategy, Website Design/Development, Social Media (July 2022 - Present)
 - Zephyr Sleep Technologies: Interim Director of Marketing (December 2020 - April 2021)
 - Fortress Insurance Company: Marketing and Website Design/Development (January 2020 - Present)
 - Wheat Growers Association: Communications Specialist (November 2017 - November 2024)
 - Western Investment Company of Canada: Website Design/Development, Maintenance (May 2018 - December 2024)

Qualifications

- Bachelor of Commerce - McMaster University, Hamilton, Ontario
- Certified Advertising Agency Practitioner (CAAP) - Institute of Canadian Agencies

