



PORTLAND, OR | VANCOUVER, WA

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SUMMARY

Helping organizations tell their story and reach their goals is my passion.

Web :: From website layouts to email designs, I'll build an online presence that communicates who you are and helps achieve your goals.

Design :: I design print and online materials that stand out and get noticed. I've worked on branding, print, large-scale designs, and more.

Marketing :: My strengths are in communications and specialties include strategy, copywriting, fundraising appeals, emails, and online content.

EDUCATION

Baylor University, Waco, TX
BBA, Marketing Major
Graduated May 2005

TECHNOLOGIES

HTML :: CSS3 :: WordPress
Adobe Photoshop :: Adobe Illustrator
MailChimp :: Google Analytics
Microsoft Office :: Infusionsoft

PROJECTS

The Dig In :: Food & Gardening Blog
thedigin.com

- ▶ Writer & Editor
- ▶ Austin Food Blogger Alliance member since 2013
- ▶ Named Top 10 Local Food Blogs by the Austin Chronicle in 2014

Color & Fiber :: Online Vintage Shop
colorandfiber.com

- ▶ Owner & Manager of Etsy shop
- ▶ Open since October 2015

EXPERIENCE

Marketing Director :: Mission U-Too

October 2011 - December 2014, Freelance // January 2015 - Current

- ▶ Key member in creating brand and establishing the organization as a household name, securing donors and building sustainability
- ▶ Create and develop consistent brand identity through logo, print materials, and website to help communicate a clear message of who we are
- ▶ Design all materials for online and print including invitations, brochures, graphics, business cards, and more using Photoshop and Illustrator
- ▶ Manage and strategize marketing campaigns that account for almost half of our income for the year, and includes annual fundraising event, appeal letter, email communications, and social media
- ▶ Work closely with small team to keep communications consistent and on brand, as well as develop strategies to grow the organization

Marketing & Web Design Freelancer :: Run Riot Creative

July 2011 - Current

- ▶ Create and implement websites using WordPress, HTML, CSS, and PHP to meet the client's specific needs including responsive design, as well as designing custom web graphics using Photoshop and Illustrator
- ▶ Build custom email templates and write content meant for MailChimp ESP
- ▶ Produce strong web content and design the information architecture for a user experience that prompts and directs a clear call to action
- ▶ Communicate and maintain relationships with clients by establishing clear expectations, troubleshooting, training, and managing the project schedule
- ▶ Develop communication campaigns utilizing tools such as email appeals, databases, social networking, printed materials and web forms to expand client's reach and grow their revenue

Project Manager :: Daniller + Company

April 2010 - October 2011

- ▶ Acted as the key account manager and kept projects on strategy in order to successfully meet goals, while applying experience to develop winning direct marketing and fundraising proposals and strategies
- ▶ Coordinated with designers, printers, and other vendors to produce quality, cost-effective direct mail pieces that increased client's donors and revenue
- ▶ Utilized organizational and communication skills to maintain schedules and provide a positive experience for the client
- ▶ Tracked income for each project and analyzed financial analytics in order to grow and develop each campaign, and assisted in print production including editing, proofing, and design

Customer Service Representative :: Netflix

September 2009 - December 2009

- ▶ Strengthened problem solving skills to resolve challenging issues while efficiently managing time in developing solutions
- ▶ Stayed current with ever-changing product offerings to proactively meet customer's needs

Marketing Coordinator :: Seattle's Union Gospel Mission

January 2007 - June 2009

- ▶ Planned and organized marketing campaigns to make sure pieces were drafted, edited, and approved to meet regular deadlines and goals, while monitoring weekly income and response rates to determine effectiveness
- ▶ Acted as a liaison with designers for e-appeals, website, and print while writing, reviewing, and editing copy for accuracy and messaging
- ▶ Updated website and edited photos for consistent branding and strategized using social networks to stimulate excitement and develop public image
- ▶ Coordinated logistics and administered special events while managing volunteers to thank donors and raise awareness