

SHANNON PERRY

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EXPERIENCE

FREELANCE - ONLINE EDITORIAL
WOMEN'S WEAR DAILY
JUNE 2011 - FEBRUARY 2012

Manage the Twitter account, Twitter.com/@womensweardaily, for an audience of nearly 2 million followers, with a growth rate of up to 1,000 new followers per day: create engaging, informative posts to ensure maximum click rate, monitor activity in regards to WWD content, measure effectiveness, and generate reports and research.

Online production for womensweardaily.com, generating 150,000+ clicks daily: build, proofread and publish articles on womensweardaily.com in a timely, efficient manner, tweak article headlines and teasers when necessary to ensure maximum search engine optimization, and update site pages to reflect the newest articles and content as available to keep womensweardaily.com as fresh as possible.

MARKETING MANAGER
CBS OUTDOOR
JULY 2010 - JUNE 2011

Management of company-wide promotional materials and advertising specialty products.

Create resources to educate consumers, media buyers and planners, advertising agencies, and local communities on the features and benefits of outdoor advertising.

Participate in team design and creation of marketing collateral, internal and external communications to train, educate, and support a sales force of 400+ Account Executives and Managers.

SENIOR MANAGER - MARKETING PROMOTIONS
LAMAR ADVERTISING COMPANY, CORPORATE OFFICE
MARCH 2006 - JUNE 2010

Lamar Advertising Company, the largest sole billboard provider in the country, currently operates over 150 outdoor advertising companies in more than 40 states and Puerto Rico.

Assist the Chief Marketing Officer in administration of the corporate Marketing Department of Lamar Advertising Company: communicate on behalf of the CMO, budget management and departmental financial planning, recruit, hire, train and manage part-time marketing staff.

Develop, budget, and implement projects to benefit the company in the following areas: brand management, advertising, social media and digital marketing, market research, internal and external marketing communications and public relations.

Plan and coordinate corporate on-site events and company extracurricular events with budgets ranging from \$0 to \$50,000.

MARKETING & RESEARCH SPECIALIST
(TRANSIT DIVISION)
LAMAR ADVERTISING COMPANY, CORPORATE OFFICE
MAY 2005 - MARCH 2006

EDUCATION

LAMAR SALES UNIVERSITY
June 2005

LOUISIANA STATE UNIVERSITY
Bachelor of Science, Mass Communications (Advertising)
Associate's Degree, Art History
May 2005

SKILLS

7 years experience in the Marketing/Advertising Industry.

Excellent verbal and written communication skills.
Extremely familiar with promoting and branding through social media networks.
Flexible with time and comfortable in a fast-paced, stressful working environment.
Stellar customer service skills.

Highly skilled and proficient in:

Microsoft Office and Arbitron Qualitap research software
Adobe InDesign, Photoshop, Illustrator
MapInfo professional mapping systems

10+ years experience in the service industry.

LAGNIAPPE

Women's Wear Daily

Official Tweeter, New York Fashion Week F/W 2011, S/S 2012, F/W 2012
Granted the experience of sending out tweets every 10-15 minutes, twelve hours a day, during New York Fashion Week

American Advertising Federation of Baton Rouge, Louisiana.

Board of Directors, Public Service Committee Co-Chair*
and Diversity Committee Co-Chair, May 2009 - Present.

*Nationally recognized by AAF for 2009-2010 services.

Marc Jacobs

Freelance - Digital Media
Responsible for helping the company get their first 10,000+ likes on an Instagram post.

AOL

Freelance - Digital Media
Managed Twitter account for AOL's Virtual Concierge project during Advertising Week 2012.

REFERENCES

TOMMY TEEPPELL
CHIEF MARKETING OFFICER
LAMAR ADVERTISING COMPANY
TOMMY@LAMAR.COM
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KRYSTINA GUSTAFSON
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additional references available upon request