

# Shannon Murray

## MARKETING MANAGER



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## ABOUT ME

Results-driven Marketing Manager with a proven record of developing, executing, and optimizing integrated demand-generation marketing programs. Proven record of orchestrating strategic commercial sales enablement programs, driving efficiency, and enhancing client communications. Skilled in project management, collaborating with cross-functional teams, and developing robust client reporting. Recognized for launching successful digital advertising campaigns, introducing innovative mobile apps, and driving growth in brand awareness, downloads, and sales volume. Thrive in fast-paced environments, delivering impactful marketing programs aligned with business objectives.

## HIGHLIGHTS

- **Rivian Automotive:** Led highly effective customer engagement and lifecycle communication campaigns across email, SMS, push notifications, and in-app marketing, resulting in an average of \$23 million in weekly revenue
- **Lloyd Construction:** Implemented comprehensive earned and paid marketing communications strategy resulting in over \$200 million in new contracts and an average of 11% year-over-year revenue growth
- **Firestone Building Products:** Introduced B2B digital marketing strategies that resulted in a 35% increase in website traffic and a 20% increase in lead generation

## EXPERIENCE

### Digital Strategy Consultant

**Independent Consultant** • Remote • 05/2014 - Present

- Launched CRM-based email marketing automation campaigns, experimenting with A/B testing, frequency, and cadence, for five clients, increasing email open rate by 40% and click-through rate (CTR) by 25% on average
- Collaborated with the UX team to optimize clients' websites, developing SEO-enhanced content and landing pages resulting in a 25% decrease in bounce rate and a 13% increase in conversion rate

### Email/Digital Designer

**Rivian Automotive, Inc. (Contract)** • Remote • 09/2022 - 01/2023

- Leveraged Salesforce Marketing Cloud CRM to create new automation and triggers, increasing customer experience engagement by 7% and lifetime value by 17%
- Designed consumer journeys, experimenting, and optimizing campaigns, resulting in an open rate of 83.7% and a click-through rate (CTR) of 67.7%

### Marketing & Communications Director

**Lloyd Construction Company, Inc** • Tucson, AZ • 11/2015 - 09/2021

- Conducted a SWAT analysis, identified growth markets, developed buyer personas, identified positioning strategy, and launched a multi-channel marketing campaign that resulted in a 12% increase in customer acquisition and a 53% increase in average contract size
- Led a team in developing and implementing consistent branding and messaging across all external communications, marketing initiatives, digital/social media channels, and printed materials resulting in a 16% increase in brand awareness in the first year
- Streamlined marketing operations by implementing technology solutions such as CRM, automations, DAM, Adobe Creative Cloud, etc., resulting in a 35% increase in department process efficiency

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### Digital Marketing Manager

**Firestone Building Products** • Indianapolis, IN • 01/2011 - 05/2014

- Launched a digital advertising campaign across trade and media platforms, resulting in a 15% increase in brand awareness in the first 6 months
- Introduced the company's first phone apps and used analytics to optimize engagement and retention strategies resulting in a 20% increase in month-over-month downloads and a 36% increase in monthly activity

### Marketing & Communications Manager

**Firestone Specialty Products** • Indianapolis, IN • 11/2004 - 01/2011

- Managed all product marketing, communications, advertising, and PR initiatives to drive growth, new market penetration, and profitability resulting in an average 17% YoY increase in sales volume
- Led the research, planning, and promotion for 30+ trade show events per year, increasing booth traffic by 18% with pre-and post-event messaging, and in-booth incentives
- Spearheaded the development of a new website and interactive CRM tool, resulting in a 30% increase in lead generation for the field marketing teams

### Marketing Acquisition Manager

**HomeGain** • Emeryville, CA • 10/1999 - 11/2004

- Developed and executed product marketing initiatives that resulted in a 25% increase in qualified leads generated and a 10% increase in conversion rates, resulting in \$5M in revenue
- Collaborated cross-functionally to develop email and web copy, resulting in a 15% increase in website traffic and a 5% increase in lead generation
- Managed and mentored a team of five marketing professionals, resulting in a 20% increase in productivity and a 10% reduction in campaign costs

## EDUCATION

- BS in Business Administration with a Marketing Major from the University of Arizona

## PROFICIENCIES

Account Based Marketing (ABM) • Brand Marketing • Campaign Development and Management • Collateral Development • Communications Strategy • Content Marketing & Storytelling • Cross-functional Team Leadership • Data Analysis • Digital Advertising • Digital Marketing • Digital Strategy • Email Marketing • Event Marketing • KPI Development & Reporting • Marketing Strategy • Performance Marketing • Persona Development • Product Marketing • Product Positioning • Project Management • PPC • PR • Sales Enablement • SEO/SEM • Social Media Marketing • Web Marketing • Web Operations Vendor Management • Visual Design

## SOFTWARE / TOOLS

Adobe Creative Cloud • AMPScript • Asana • Canva • Confluence • Content Management Systems (CMS) • Cosential CRM • DAM • Documentum • Dropbox • Figma • Filezilla • Google Analytics 4 (GA4) • Google Search Console (GSC) • Google Tag Manager (GTM) • Digital Marketing • HubSpot • HTML/CSS • Litmus • Marketo • Office 365 • Salesforce Marketing Cloud • SharePoint • Slack • SQL • Smartsheet • SugarCRM • Teams • Trello • WordPress (CMS) • Zoom