

SHANNON L. WINANS (KETVERTES)

Transformational Marketing Leader | Strategist | Brand Builder | Creative Designer & Communicator | Growth Accelerator
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PROFESSIONAL SUMMARY

As an engaging, collaborative leader with a broad range of marketing communications skills developed over 2 decades, I help companies **(1) Digitally transform** or create from scratch company marketing activities, **(2) Increase revenue** by developing and executing marketing activities to expand into new markets, improve customer communications and generate awareness and leads as a skilled strategist and **(3) Build Brands** by helping companies communicate value, competitive differentiators and better position themselves through exceptional creativity, graphic design and communication expertise.

I have built and executed measurable promotional efforts that have generated millions of dollars in revenue, built brands from scratch, launched products to the masses and created hundreds of thousands of followers, new contacts and leads as a one person department or by leading a small team while working with teams cross company.

My unique, comprehensive experience in the creative work I do and my leadership has made me a trusted resource for a variety of business who have hired me through my consulting company over the past 8 years.

AREAS OF EXPERTISE

<u>DIGITAL MARKETING</u>	<u>MARKETING STRATEGY</u>	<u>PUBLIC RELATIONS</u>	<u>BRANDING</u>	<u>LEADERSHIP</u>
Website Development	Business Development	PR Strategy	Brand Development	Budgets
SEO & Optimization	Sales Strategy	Media Pitching	Branding Guidelines	Process Improvements
Email Marketing	Competitive Analysis	Media Kits	Online Cohesiveness	Cross Functional Leader
Digital Advertising	Research	Article Writing	Reputation Mgmt	Team Building
Social Media	Business Plans	Press Conferences	Company Storytelling	Project Management
Graphic Design	Social Media Strategy	Speech Writing	Product Positioning	Partnerships
Literature Creation	Content Strategy	Press Releases	Video Production	Sponsorships
			Content Development	Agency Management

PROFESSIONAL WORK HISTORY

Freelance Consultant | 216BranDrive | www.216BranDrive.com 2013–current | Cle, OH

I am a trusted resource for contract marketing services through my LLC where I create strategy, brand development and digital marketing solutions for start-ups to medium size businesses.

Contract Marketing Manager | Alco Manufacturing Corp. Sept. 2020–current | Elyria, OH

- Advised, lead, developed and executed new rebranding and transformational marketing as a contractor for a leading national 50 year old machining company owned by private equity with multiple acquisitions.
- Created company story, developed value, capabilities, differentiators and Content to position as industry leaders.
- Built NEW website to rebrand and unite 5 companies and 3 websites into one and identifying target markets.
- Developed and executed strategic target market plans to attract business and promote Alco's capabilities.
- Create and execute lead gen, social media strategy, advertising, photography, logos, brochure and flyer creation, wrote news releases, blogs, email campaigns and utilized graphic design services for project work.

Marketing Manager | Western Enterprises/Scott Fetzer Jan. 2020–Aug. 2020 | Westlake, OH

- Lead and developed marketing initiatives for a 60 yr. old manufacturer with a diverse portfolio of innovative products for the control, monitoring, and flow of gases worldwide.
- Developed and executed plans for acquisition company in industrial, biomedical measurement and calibration.
- Managed marketing & products team driving participation in promotional activities including: creation and launch of micro site; Created and led new product launch plans; video production; created partner promotions and advertising; launched social media channels, implemented monitoring tools, content calendar and execution plans to increase followers; development of new corporate site to reduce expenses by (Est. 65K/yr.)

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Marketing Manager | Thommen Medical

2018-2019 | Cleveland, OH

- Led marketing activities for a global dental implant manufacturer including the creation of the strategic marketing plan including branding, communications, digital marketing, social media, customer targeting, surveys, competitive research, email campaigns, CRM development and marketing automation.

Director of Marketing | Gerspacher Real Estate Group

2016-2017 | Medina, OH

- Created 1st regional marketing strategy with target market approach in NE Ohio for a commercial real estate firm
- Led projects including updating branding, web, email marketing and property marketing listings contributing to record sales, increased web retention, improved customer experience and managed team.

Manager Marketing Communications | Cequent Consumer Products

2011-2013 | Solon, OH

- Led 1st consumer marketing efforts for national B2B auto aftermarket products mfg. with #1 hitch brand
- Developed and led NASCAR sponsorships with 2 champion drivers and teams
- Produced 60+ videos to support brand, products, and content; earned industry awards
- Created new website in 90 days, and new product launch programs assisting company with 2 acquisitions
- Launched and managed multiple social media accounts, grew to 1,000's of followers

Manager Sales, Influencer & Customer Programs | Vitamix

2008-2010 | Olmsted Falls, OH

- Grew U.S. sales \$2.9M (1.5+M to 4.4M in 2 yrs.) by restructuring sales program during recession
- Developed initial social media resulting in 0 to 18,000 followers with 550k+ unique visits the first year
- Originated unique programs improving customer experience and touch points increasing sales and engagement

SELECT CAREER ACHIEVEMENTS

- **Successful**, active LCC since 2013 providing contract marketing services with **100% client satisfaction**
- **Realized \$2.9 MILLION** in revenue at **Vitamix** through **Affiliate Sales Program** developments
- **Developed** NASCAR sponsorship programs with 2 Champion drivers, **Bobby Labonte & Brad Keselowski**, **which** achieved national exposure for company brands and connected with a massive number of consumers
- **Drove record number of new bone marrow donors to an international NFP – these efforts revealed a match and saved the life of an eight year old little girl**
- **National Award** winner, “PR & Video,” Automotive Communications Council (ACC)
- **Created 1st targeted marketing strategy in local commercial real estate industry resulting in +45% time on web, +167% more property views on website, +80% visitor retention and record sales**

OTHER APPLICABLE EMPLOYMENT

Lorain Printing and Publishing | Marketing & Promotions Manager | 2006-2008 | Elyria, OH

Ohio Technical College | Public Relations Marketing Events Coordinator | 2004-2006 | Cleveland, OH

Clear Channel & Star Beacon News | Reporter, Anchor | 1999-2001 | Ashtabula, OH

EDUCATION

❖ Bachelor of Arts Communications/Journalism (BA), Cleveland State University | Business Management

❖ Graphic Design Certification: Polaris Career Center (Adobe Creative Suite: Indesign, Illustrator, Photoshop)