Shawn Gannon

**Proven Leader** | Marketing, Digital Marketing, Product Development, and Business Development

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PROFILE

Dynamic marketing executive with a history of developing and deploying strategic marketing plans, robust digital marketing campaigns, and record-breaking increases in profits and productivity. Recognized as a leader in demand generation and brand awareness in both brand and agency roles. Possess a proven track record of success in increasing SEO, growing social media accounts, and increasing sales. Offers well-developed leadership skills, excellent communication/delegation skills, and the ability to remain calm and perform well under pressure. Dedicated to building strong client relationships with solid negotiation skills for upselling products and service offerings.

STRATEGIC SKILLS

Analytics & Insights

Channel Monetization

Competitive Analysis

CRM Segmentation/Optimization

Digital Product Development

Divisional Forecasting & Budgets

Marketing Automation

Marketing Strategy & Lifecycle

Paid Advertising/Programmatic

Project Management

Remote/Local Management

Search Engine Optimization

Tag Management

EXPERIENCE | PERFORMANCE

9/13-present **Founder** | Gannon Solutions Agency

* Established a sustainable start-up consultancy yielding an impressive P&L
* Successfully developed new offerings into profitable services
* Grew service offerings to exceed enterprise-level and SMB client objectives

RESPONSIBILITIES

* Provide winning digital strategy, services, delivery, measurement, and insights that combine strategic vision with winning execution of digital best practices from subject matter expertise, testing, data analysis and optimization
* Evaluate and hire contractors proficient for engagements developing a consortium of highly skilled individuals
* Develop and launch new product offering such as [www.realliferesume.com](http://www.realliferesume.com)

12/15-3/19 **Division Director Digital Marketing** | Cardinal Path Agency

* Sustained a complex portfolio of business while meeting 100% of targeted growth and revenue expectations
* Strategically increased Paid advertising/SEO returns with an average of 250%+ ROI greatly exceeding client expectations

RESPONSIBILITIES

* Strategic development and deployment of Cardinal Path's digital marketing book of business
* Adapt and innovate our digital marketing offering managing 10+ team members (Programmatic display, paid search, paid social, remarketing, organic search optimization)
* Assessment and cultivation of paid acquisition vendor partnerships
* Client management, support, and oversight
* New business development and internal growth with existing clients
* Outreach and speaking on behalf of Cardinal Path

8/14-6/15 **Director Marketing, Product Development, and Business Development** | Content That Works Agency (Gannon Solutions contract)

* Developed strategic online, mobile, SEM, SEO, content marketing, email marketing, and social media strategies to increase b2b and b2c by 130%+ client and user growth

RESPONSIBILITIES

* Delivered advanced value propositions to publishers, media outlets, and corporate partners with holistic digital and print content, web hosting, and native advertising
* Utilized personas, use-cases, and digital platform analytics & insights to develop product roadmaps prior to implementation
* Digital and traditional marketing communication tools for brand building and messaging3/11-9/13

3/11-9/13 **Director Digital Marketing, Product Development & Strategy** | Rewards Network Agency

* Developed and launched cross-platform portfolio which drove demand for 14+ loyalty programs while increasing affiliate client growth, membership growth, and member spend-rates by over 105%
* Set new standards for best practices regarding UX methodology based on data insights, modeling, measurement, and segmentation while improving retention rates and decreasing operational costs

RESPONSIBILITIES

* Achieved advanced web and mobile digital strategy while optimizing product development with targeted marketing programs focused on users’ contextual and personalized digital experiences
* Managed 30+ team-members/5 direct reports in a manner which developed capacity and increased efficiencies for b2b and b2c digital marketing efforts overall

9/09-1/11 **VP Product Development/Managing Director MarCom** | Chicago Tribune Company

* Led insight-driven solutions for organization-wide mobile/online and UX development to Increased conversion performance for 7 publishers and 40+ broadcasters

RESPONSIBILITIES

* Acting as in-house digital media agency, lead all Product Development efforts via agile and waterfall methodologies
* Spearheaded client engagement and personally communicated with over 30 media partner stakeholders on a weekly basis
* Leveraged data-driven marketing insights to align product development roadmap with market-driven needs
* Managed and optimize the performances of 35+ staff members to improved consumer and business product portfolios for classified, retail, and SMB business solutions

EDUCATION

Jun 2021 University of Phoenix

 Master of Business Administration

 *Golden Key International Honour Society*

Aug 1992 John Carroll University

 BA, Communication / Minor in Television Production

SUPPLEMENTARY

Skills Marketo, Google Analytics, Google AdWords, Google Marketing Platform, Facebook,

 SEMRush, Programmatic platforms, IAB Standards, Agile Product Development, Strategic Selling, Salesforce,

 ZOHO, Microsoft Office, Adobe Creative Cloud, HTML/PHP

Volunteer Board President of CTAM Midwest Chapter for two consecutive terms

 Austin Humane Society, Domestic Violence counselor

 Philanthropic arm of Gannon Solutions working with non-profits to provide digital services