

# Lee-Ann Shaw

BRAND STRATEGY | EVENT PLANNING | DIGITAL MARKETING

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[WWW.KEYSTOLEE.COM](http://WWW.KEYSTOLEE.COM) | [LINKEDIN.COM/IN/SHAWL1821/](https://LINKEDIN.COM/IN/SHAWL1821/)

## Career Profile

Strategic marketing innovator with over six years in developing and executing marketing, event planning, and social media strategies to maximize clients' goals and objectives.

## Key Skills

- Leadership
- Strategic Planning/Research
- Brand Development
- Relationship Management
- Digital Marketing
- Communications & Media
- Event Logistics
- Adobe Illustrator
- Adobe Photoshop
- Adobe Audition
- Adobe Premiere Pro
- Audacity
- Web Design
- WordPress

## Professional Experience

### Marketing Coordinator AmeriCorps VISTA/ BRACE

Mar. 2019 - Mar. 2021  
Pensacola, FL

- Integrated mass communications strategies, including audio/video PSAs, and news releases for electronic media, local TV, and radio
- Spearheaded and improved brand awareness across all social media channels, website development and maintenance
- Increased faith - based partnership meetings attendance by 200%
- Enhanced open rate for email campaigns by 20% on Constant Contact.
- Facilitated and designed Second Annual Salute to First Responders, including invitations, social media engagement, video presentation with Adobe Illustrator and Photoshop for 350 attendees

### Marketing Assistant Stellar Marketing & Business Solutions

Sept. 2018 - Jan. 2019  
West Palm Beach, FL

- Utilized Hootsuite and Facebook Scheduler for four brands in diverse industries
- Conducted social media campaigns with content creation and curation
- Developed business and marketing workshops for entrepreneurs
- Form potential business partnerships for branding purposes

## Education

### UNIVERSITY OF SOUTH FLORIDA TAMPA, FL

Marketing, Dec. 2016  
Minor: Entrepreneurship  
Cum Laude

- Corporate Mentor Program
- Marketing Mentor Program
- National Society of Leadership and Success
- National Society of Collegiate Success

## Certification

- IS-288.A: The Role of Voluntary Organizations in Emergency Management
- IS-909: Community Preparedness: Implementing Simple Activities for Everyone
- IS-29: Public Information Officer Awareness
- IS-42: Social Media in Emergency Management
- IS-242.B: Effective Communication
- IS 702.a: NIMS Public Information Officer
- G-290 Basic Public Information Officer
- G291/E-L0387 - Joint Information System/Joint Information Center Planning for Tribal, State and Local PIOs

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## Event Organizer/Marketing Specialist DynamicLee Creative dba

Jan. 2018 - Sept. 2018

### Battle to the Masses: Do It For The Culture

- Recruited and managed 10+ volunteers for a music showcase including registration, and backstage
- Obtained 15 music artists through media, social media, and guerrilla marketing
- Coordinated gifts and donations for giveaways valued over \$2,000
- Organized a music showcase for 100+ attendees
- Partnered with four prominent entertainment professionals as judges in Central FL.

## Advertising Assistant UNATION LLC

Oct. 2017 - Mar. 2018  
Tampa, FL

- Employed marketing analytics techniques to gather important Facebook & Instagram data, and Google analytics
- Constructed 20+ case studies for clients regarding to event promotion
- Curated content for the UNATION brand for multiple locations on its social media
- Update job knowledge by learning and working with various types of software for digital marketing

## Radio Personality/Board Operator/Social Media Coordinator "R U GUUCI" ON USF BULLS RADIO/WUSF-HD3 89.7 FM Tampa, FL

Feb. 2014 - Feb. 2018

- Planned and conducted a two - hour live interviews airing internationally
- Stayed up-to-date with changes in all social media
- Generated new promotions and competitions on air
- Led and collaborated with a team of five to foster intriguing content

## Marketing& Events Assistant Tash Johnson Co.

Oct. 2016- Dec. 2017  
Tampa,FL

- Orchestrated business relations with corporate professionals and media outlets
- Managed the stage production flow for events over 5,000 attendees
- Coordinated event logistics including registration, vendor selection spots, and VIPs
- Designated as a vendor liaison to communicate event vendors for each event

## Marketing Intern Symphonic Distribution

May 2016 - Nov. 2016  
Tampa,FL

- Instructed current and potential music artist guidelines for music programs
- Executed work structure of the job requirements and descriptions of brand ambassadors
- Established and conducted orientations and trainings for onboarding employees
- Written and published copies for Symphonic Blog to inform upcoming music artists

## Community Involvement

- Woman's Club of Pensacola
- Interagency Community Council
- CAMP BRACE
- Sound the Alarm with American Red Cross
- Autism Summer Safety
- 5210 Day of Play
- Play, Learn, and Grow Summer Camp
- Escambia Cares

## Awards

- USF Bulls Radio Host of Week
- Coca-Cola/Soledad O'Brien Starfish Foundation Business Roundtable
- H. Wayne Huizenga Endowed Scholarship in Entrepreneurship
- Dean's List of Scholars for Academic Excellence of Spring 2016
- 2nd Place in MCOB Undergraduate Business Case Competition

## Recognitions

- Blab TV: Council on Aging
- N-Touch Newspaper
- N-Touch News Radio
- 99 JAMS WUJM THE BURG
- WAVS 1170 AM Radio
- WMNF 88.5 FM Community Radio