

SHANNON GEIS

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CONTENT STRATEGIST

Knowledgeable writer, editor and content producer with experience producing quality content across a variety of platforms. Instrumental in improving communications processes and building robust content strategies. Capable of managing high-performing content and communication teams.

EXPERIENCE

Content Manager | Emily Griffith Technical College, Denver, CO

January 2020 – Present

- Oversee all marketing content initiatives to ensure customer engagement, brand consistency and a positive customer experience.
- Develop internal and external content strategy that aligns with short-term and long-term marketing targets; collaborate with the admissions team to identify goals and priorities around enrollment growth.
- Manage a team of communications team members, including Social Media Coordinator, Digital Marketing Specialist and Outreach and Enrollment Specialist, as well as content creators, external vendors and brand ambassadors.
- Edit and proofread all content to maintain brand consistency, and manage content distribution across all channels.
- Coordinate with PR representatives to manage media strategy, including story pitches and press releases.
- Coordinate with the Emily Griffith Foundation on content strategy and storytelling campaigns targeted toward donors.
- Serve as art director for photo and video projects to ensure content creation fits brand identity.
- Implement processes to improve workflows and efficiency throughout the organization.
- Manage marketing department budgets and purchasing.
- Work directly with Project Manager and vendors to ensure successful implementation of Salesforce CRM and Pardot marketing software.
- Assisted with a full brand identity redesign, including creating a brand style guide.
- Served on a committee focused on redesigning the College's admissions and intake process including developing tools and training to inform the new process.
- Assisted with the development of a new institutional website including CMS selection, graphic design, content strategy, implementation, and integration with current systems.
 - Conducted a full content audit of the previous website in order to determine what was essential and what could be eliminated.
 - Rewrote all content for the new website to ensure consistent tone and style, as well as to match new brand identity.

Content Developer | Emily Griffith Technical College, Denver, CO

October 2017 – December 2019

- Designed and implemented a full email marketing campaign from the ground up for all 30+ programs offered by Emily Griffith.
- Maintained and updated all content on the organization's website, updated content based on SEO best practices and implemented a new tracking system to ensure all updates to the website were logged and completed.
- Designed and maintained collateral including flyers, brochures, one-pagers and other promotional materials.

Continued...

- Member of the Fiscal Responsibility Strategic Working Group (1 year):
 - Conducted market audit and adjusted tuition to ensure tuition rates were at levels that reflected their value in the marketplace.
 - Designed an infographic and drafted the outline for an Annual Report in order to highlight Emily Griffith's value as an institution and our remarkable ROI.
- Assisted with event planning, logistics, and promotion for both internal and external events, including professional development days, staff celebrations, graduation and public events.
- Managed internal communications including a weekly staff newsletter and a monthly student newsletter; redesigned internal newsletters to increase engagement.

Staff Writer/Editor | Medical Group Management Association, Englewood, CO April 2016 – October 2017

- Collaborated with the Senior Editorial Manager to ensure the production of quality content across all editorial channels, as well as to plan editorial schedules.
- Managed the production of digital content, including developing, producing and hosting a bi-weekly podcast called, [MGMA Small Talk](#), featuring interviews with industry leaders and subject matter experts.
- Curated engaging content across departments as the managing editor of the Association's bi-monthly email newsletter.

Editor | Corner Media Group, Brooklyn, NY June 2015 – February 2016

- Managed all editorial content on the Ditmas Park Corner and Kensington BK websites using WordPress.
- Interacted with a community of roughly 100,000 residents, serving as a voice for the community to raise concerns on important issues, while also overseeing freelance contributors.
- Effectively used social media to promote content and grow follower base by 20%.

Program Assistant | NYU-Langone Medical Center, New York, NY September 2010 – April 2012

- Collaborated with the Musculoskeletal Research Center (MRC) to produce grant proposals and manuscripts intended for publication.
- Promoted the scientific research conducted by the MRC through engaging digital content accessible to a wide variety of audiences; managed the Center's website content through Drupal.

EDUCATION

M.A. Oral History, Columbia University, New York, NY, 2014

B.A. Journalism/Politics, New York University, New York, NY, 2010
Certificate, Graphic Design Production

Certificate, Documentary Studies, Salt Institute for Documentary Studies, Portland, ME, 2012

Certificate, UX Design, Google UX Design Certificate program, 2021

SKILLS

Digital content management, communications, storytelling, project management, social media, community engagement, audience targeting, digital marketing, paid media management, digital campaign management, brand management,

customer service, UX design, information architecture, strategic planning, Agile, Jira, Salesforce, Pardot, Adobe Creative Suite, Adobe XD, Figma, HTML/CSS, Mailchimp, Google Analytics, WordPress, Drupal, ProTools.