

Shannon Swenson

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Senior Interactive Producer
Digital Strategy & Analytics
Social Engagement
Project Manager
UX/UI Planning
Entrepreneur
Husband
Father

WORK



“ Shannon provided us with great strategic thinking and an exceptional working knowledge of interactive. I highly recommend Shannon for any interactive needs you may have.

Greg Lane
Sr. VP of Production
GSD&M Idea City ”

Read more recommendations at
www.linkedin.com/in/interactiveproducer

KEYWORDS

508 Accessibility Account Management Advertainment African American Agile AJAX Analytics Apache APIs ARGs Art Direction ASP Basecamp Atlas Basecamp Beer Blogging Branding Business Analysis Business Continuity Business Development Buzz Marketing CGIs Contract Negotiation Consumer Products Conversion Improvement Community Service Copywriting Corporate Identity CRM CSS Customer Retention Cyber LION Finalist Data Modeling DBA DHTML Digital Asset Management Disaster Planning Display Media DNS Administration eCommerce eDirect Entrepreneurship Ensim Estimates EyeBlaster EyeWonder Facebook Filemaker Pro Finance Flash Video Geocaching Global Websites Google Labs Group Dynamics GUI Heat Mapping Hosting IA Ideation IIS Information Architecture Integrated Campaign Strategy Interactive Advertising iPhone Apps JavaScript JQuery LAMP Leadership Learning Management Systems Localization MacOS Mashups Media Planning Media Conversion Memes Methodology Mobile Marketing Monetization MS Access MS Project MS SQL Server Multicultural Marketing MySQL Nanocasting Negotiation .NET Ning Numismatics Object Oriented Programming Online Community Management Open Source Oracle Partnership Development Philosophy Photography PhotoShop PHP Pitch Support Plesk Podcasting PointRoll POV Project Management Program Management Psychology Quality Assurance Research & Planning Resource Management Reverse Engineering RFP Management RIAs Rich Media Risk Analysis RSS Sales Scrum SDLC Search Engine Strategies Security Segmentation SEM/SEO Social Gaming Social Media Engagement Social Sentiment Social Network Strategy SOPs SOWs Staffing Subscription Growth Sustainability Testing Theology Toilets Token Economies Training Twitter Usability Testing Ustream.tv UX/UI Vendor Relations Vertabase Visual Identity Vidcasting Vimeo Viral Marketing Virtual Currencies Waterfall Web Technologies Widgets Wireframes WOM XML YouTube

I have 15 years experience producing interactive campaigns across vertical industries and lines of business. I am technically savvy with business acumen in three key areas:

Digital Strategy & Execution

Multicultural research, segmentation, UX/UI, conversions, mobile apps, analytics

Multi-channel Customer Acquisition & Retention

CRM, SEM, SEO, landing pages, eDirect, social media engagement

Leadership and Program Management

Tradition & agile approaches, education, resource management, partner relations

Read work, case studies and my thought leadership blog at <http://shannonswenson.com>

Follow me on <http://twitter.com/shannonswenson/>

Director of Digital Production – Sanders\Wingo

2009 – 2010

- Collaboration with account services, strategy & planning, media and creative groups to deliver interactive projects integrated with print, TV/radio, direct & outdoor campaigns.
- S\W is one of the largest urban/African-American ad agencies in the US.

Key S\W Projects

AT&T: 28 Days, Swag. Produced a branded microsite, mobile site, display media and campaigns on Facebook, YouTube & EventBrite for AT&T's celebration of Black History Month. Led social brand monitoring and program analytics to measure impact and inform consumer engagement.

State Farm: HarveyKnowsBest.com. Assumed lead-gen site with 48 webisodes featuring Steve Harvey. Worked on UX/UI improvements, brand monitoring and analytics. Winner of 5 Addys.

Chevy: Chevy.com. Provided corporate social strategy consultation in advance of SXSW 2010. Produced & trafficked online banners

Regional and New Business: Provided digital and social strategy & support on Fabric.com, El Paso Electric, Del Sol Medical Center, REDCo, Dyonyx, Knock Music Group, Pitney Bowes, Alamo Drafthouse Cinema, Home Depot, Wendy's and SandersWingo.com

Tech Services Manager – Powered

2008 – 2009

- Worked with partner agencies, account services, engineering and creative groups to produce turnkey social marketing programs at a tier-one provider.
- Branded communities, e-learning centers and customer feedback.
- Web analytics, integrated merchandizing and e-direct communications.

Brands: HP, Atkins, Motorola, RadioShack, Sony, Kodak, iVillage

Sr. Interactive Producer – GSD&M Idea City

2007 – 2008

- Launched web apps, micro sites, mobile, e-direct, display banners and social media.
- Oversaw \$1M+ quarterly budgets & multiple schedules of dispersed talent.

Key GSD&M Projects

BMW: Rampenfest.com. “The Ramp” campaign for the North American launch of the new 1-Series. Led efforts in buzz marketing, covert social media and technical delivery of a fictitious 35-minute online documentary. 10MM impressions at < 3¢ CPM. BMW enjoyed completely pre-sold inventory. 2008 Cannes Cyber Lion Shortlist Finalist. CNN: <http://www.truveo.com/id/576339609>

Read the case study: <http://shannonswenson.com/case-study/bmw-of-north-america/>

American Legacy Foundation: BecomeAnEX.com. Produced free web app to help smokers quit. 65,000 registered members within 90 days + one of largest active communities on Ning.com. **RelearnTriggertown.com:** Microsite. Strategy & planning for Carl Edwards / NASCAR, state alliance and corporate sponsors, Led partner relations in media, broadcast, mobile and production.

Read the case study: <http://shannonswenson.com/case-study/become-an-ex/>

John Deere: Deere.com Flash video delivery of the “Deere Season” product line. Video production, IA & usability, media planning, Rich and standard banners deployed via Atlas.

Read the case study: <http://shannonswenson.com/case-study/john-deere/>

World Market: Rich online media. Strategic planning for Adobe AIR e-commerce widget and corporate blog. Tech sales support, vendor relations. Managed formal RFP process.

Read the case study: <http://shannonswenson.com/case-study/world-market/>

Pro-Bono & New Business: Worked with sales and account teams on pitch support. Pro-bono work on *SeeChangeNow.com*, *UnscrewAmerica.com*

Interactive Project Manager (Consultant via Aquent)

HC&B Healthcare Communications

2007

- 90 day contract to help identify more than \$500,000 in new business opportunities and help close nearly \$100,000 in interactive sales
- Consulted on SEM/SEO integration, new site design, product demos, web analytics and trends in online social media and podcasting

Founder - Stream Studio Web Architects

1997 – 2007

- Founder of a successful interactive agency with a diverse and satisfied client roster. Stakes out and maintains C- and VP-level relationships in the spirit of true business partnerships
- Product/Project management, requirements gathering, development, testing, training, deployment. Financial statements: P&L, aging, cashflow, balance sheets
- Enterprise, small businesses, nonprofit, government and education contracts. Winner of business & industry awards for growth, design and functionality

Key Stream Studio Projects

Technicolor Scrum/Agile project management. Start-up marketing services division. Worked with Marketing and IT teams at Universal, Warner Bros, Disney, DreamWorks, Paramount, Miramax and Sony. **Business Continuity:** Reverse engineering, disaster recovery, SOPs & technical documentation for mission-critical systems. **Sales Engineer:** helped establish \$1M-\$10M+ sales pipelines and close large single contracts. **CRM Integration:** Major vendor & customer supply chains. Performed Gap Analysis for transition to Oracle. Reported status & cost/scheduling variances to executive team.

Read the case study: <http://shannonswenson.com/case-study/technicolor/>

Dell Computer Corp. Rapid App Development: Business critical projects for autonomous business units. Consulted stakeholders to charter projects, requirements, scope definitions critical path dependencies, risk analysis, schedules, cost & ROI forecasting, SOWs. Worked within IS/IT standards to deliver B2B & B2B2C SQL Server & Oracle solutions. Enabled smooth hand-off for support via technical docs and train-the-trainer sessions. *Qualified & hired staff:* Managed development teams on & offsite. *New Business:* Actively farmed for expansion within and throughout organization.

Read the case study: <http://shannonswenson.com/case-study/dell/>

Southwest Airlines Consultation: Led a cross-functional group to train & certify parts inspectors across the US. Talent resourcing and internal / government compliance requirements. Drafted Planned Value, cost & time scope, functional requirements, Pathlore LMS integration, QA, testing and rollout. Reported to the Chief Inspector of the airline.

Read the case study: <http://shannonswenson.com/case-study/southwest-airlines/>

Northrop Grumman / State of Texas Application Development: Produced a web-based case management system for a high profile state agency. Oversaw requirements, SOWs, scope, schedules & costs. Provided technical & SOP documentation and staff training.

City of Round Rock / Tate Austin The Sports Capital of Texas. Microsite CMS & web video. Boosted convention and tourism revenues via a civic pride campaign in partnership with local hotels and restaurants. Integrated brand & identity with online marcom. Managed online budget and schedules. Awarded best tourism site beating 500 entries including Boston, Los Angeles and Mexico.

Extranet Developer - Power Computing

1996 - 1997

- Developed one of the 1st extranet deployments in the PC Industry
- Rapid Internet Applications to increase sales, improve service and streamline operations. CRM evaluation (SAP & Clarity), testing & deployment of a custom solution. Led all areas of the SDLC.

Read the case study: <http://shannonswenson.com/case-study/power-computing/>

Skills

Leadership & Business Development

Army and Air Force ROTC, Sandler sales training, marketing, finance, entrepreneurial mentoring

Web Marketing / Web Trends

Social Media, Online Community Management, Buzz Marketing, Web 2.0, SEM/SEO, Web Analytics

Project Management

Basecamp, Vertabase, MS Project, Power Point, Visio, IA Wireframes

Technical

XHTML, CSS, JavaScript, AJAX, XML, PHP, MySQL, MS Access, Relational Data Modeling, FileMaker Pro, Black/White Box Testing, Windows/IIS, Linux/Apache, MacOS, DNS Administration

Education

CMBA, 2001, Red McCombs School of Business at UT Austin

BA Psychology, 1994-96, University of Texas at Austin

Military Science, 1990-93, University of Texas at Arlington