

# Shannon Swenson

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

## WORK



charles SCHWAB



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](http://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**

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/>

**Senior Manager RPS Digital Marketing – Charles Schwab** 2010 – Present

- Leading the digital marketing strategic planning for a core growth group at one of the most trusted brands in financial services. Deeply involved in competitive, consumer & stakeholder research, messaging, platform feature strategic design, social mobile and rich media production.
- Technical Project Manager for trigger-based marketing communications Aug 2010 to July 2011.

**Director of Digital Production – Sanders\Wingo** 2009 – 2010

- Collaboration with account services, strategy & planning, media and creative groups to pitch and deliver integrated campaigns 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.trueveo.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 \$500,000 in new business opportunities and 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. Staked out and maintained C- and VP-level relationships in the spirit of true business partnerships
- 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:** Chartered projects, requirements, scope definitions critical path dependencies, risk analysis, schedules, cost & ROI forecasting, SOWs, technical docs and train-the-trainer sessions. *Qualified & hired staff:* Managed development teams on & offsite.

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 & tourism revenues via a civic pride campaign in partnership with local hotels and restaurants. Awarded best tourism site beating 500 entries including Boston, Los Angeles and Mexico.

## **Extranet Developer - Power Computing**

1996 - 1997

- Developed one of the 1<sup>st</sup> 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