

# Kelli Shannon

kellipshannon@gmail.com  
816.645.4000

---

## EDUCATION

---

Bachelor of Journalism – Advertising University of Nebraska-Lincoln  
▪ English, Political Science and History concentrations May 2008  
▪ 3.875 GPA – Magna Cum Laude

## WORK EXPERIENCE

---

**Marketing & PR Consulting** Nashville, TN  
April 2011 – Present

- *Catapult Marketing*: Program manager on Mars Petcare (Cesar) and Bryan Foods
- *Music City Hit-Makers*: Responsible for branding, publicity and marketing of a live Symphony pops show involving songwriters Brett James, Hillary Lindsey and Gordie Sampson
- *Country Music Awards (CMAs)*: Talent Escort, coordinated talent and talent management teams through rehearsals and live show

**Account Manager** - Tom's of Maine VML Kansas City, MO  
June 2010 – April 2011

Consulted with clients to ensure satisfaction, identified needs, and formulated solutions to improve revenue. Managed designers, developers, and leadership team to meet all project requirements from concept to completion. Arranged proper technology support and implementation.

- Involvement with over 15 project types including: website concepting and development, social and online media campaigns, online promotions, eNewsletter campaigns, photo shoots and mobile integration
- Collaborated on Facebook strategy that grew fan base by 100k in 3 months
- Management of logistics in celebrity sponsored product launch

**Project Manager** – Colgate-Palmolive VML Kansas City, MO  
May 2008 - June 2010

Coordinated client and internal team of 20 employees. Managed project estimation, project budgets and timelines for Colgate-Palmolive suite of brands. Maintained continuous alignment of project scope with strategic business objectives and advised project modifications to increase effectiveness.

- Began as intern and rapidly advanced to Associate Project Manager. Promoted to Project Manager within six months in recognition of quality work and dedication to company's success
- Initiated resource status meeting process within internal alignment team
- Received employee recognition award for dedicated attention to projects and team members

## COLLEGIATE HONORS & AWARDS

- 
- Chi Omega Sorority
  - National Society of Collegiate Scholars
  - Student Alumni Association: Board of Directors
  - Dean's List-College of Journalism
  - Omaha Children's Hospital Philanthropy: Philanthropy Captain, Corporate Sponsorship Executive

## TECHNICAL PROFICIENCY

---

MS Office Suite, MS Project, Great Plains, Crystal Reporting, Test Track Pro, ADvantage, Adobe Acrobat, Photoshop, CMS platforms, Search Engine Optimization (SEO)