**Shawn Russell**

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Johnston, IA 50121

(515) 480-9972

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**SKILLS AND QUALIFICATIONS**

* Seasoned, highly skilled communications and marketing professional with category experience in insurance, financial services, construction, industry and retail
* Exceptional verbal and written skills with ability to effectively interact and collaborate with business and sales professionals at all levels
* Proven success in strategic communications planning and integrated marketing development
* Highly experienced in advertising, public relations, brand management, employee communications, and social media and web-based strategy and management
* Strong leadership skills with extensive experience in successfully managing multiple projects

**PROFESSIONAL EXPERIENCE**

**ITA Group** West Des Moines, IA

*Strategic Account Planner* June 2014- Present

* Qualify target accounts and opportunities based on multiple criteria
* Prospect and conduct field research on top account opportunities
* Present and cross-share relevant ideas, information and findings with regional and departmental team members
* Develop targeted prospecting campaigns and work with Corporate Communications to execute
* Lead client discussions, meetings and stand-up presentations pertaining to research meetings and Business Fit presentations
* Ensure thorough transition of knowledge of opportunities to other team members once the account progresses past assessment
* Contribute to new account acquisition and full-service account growth as measured by the region’s goal

**GuideOne Insurance**  West Des Moines, IA

*Senior Marketing and Communications Specialist* June 2009 – May 2014

*Marketing and Communications Specialist* May 2005 – June 2009

*Sales Project Coordinator* December 2004 – May 2005

* Successfully manage marketing projects supporting all lines of business in sales, product launches, cross-sell and upsell initiatives, sales meetings and other business driven projects
* Collaborate with sales management to strategically implement and lead comprehensive marketing programs including national media buy-ins, co-op advertising and ad specialty
* Execute and oversee all social media initiatives to effectively drive brand awareness, engagement and traffic to achieve a strong, visible social media presence
* Create engaging copy for two quarterly newsletters and manage the distribution to more than 180,000 policyholders
* Administer library of more than 50 sales brochures, creating content for new brochures, updating existing brochures and selecting photos
* Provide strategic consultation to more than 180 sales force members on effective marketing strategies including cross-sell and upsell support
* Hire, manage and mentor departmental interns, providing support and guidance to ensure successful completion of assigned projects

**Clayton Metals**  Wood Dale, IL

*Inside Sales/Marketing Supervisor* December 2001 – June 2004

* Successfully cultivated and acquired new business inquiries, prospects and target accounts
* Developed and executed strategic communication plans announcing product updates and launches
* Created engaging copy and selected graphics for company Web site
* Provided effective consultative support to outside sales, product management and five company branches
* Served as primary liaison between sales, customer service, production and upper management on daily order input, production and transportation logistic issues
* Managed and mentored two Inside Sales Associates, providing support and guidance to ensure successful completion of projects

**Hertz**  Orlando, FL

*Manager* September 2000 – October 2001

* Responsible for daily operations, account management and employee development
* Trained and certified employees in areas of work diversity and safety procedures in the work area
* Built consensus across all functional lines (communication, public relations, marketing and customer service) to strengthen client satisfaction and enhance revenue performance

**International Assets Advisory, LLC** Winter Park, FL

*Associate Marketing Manager* August 1999 – September 2000

* Assisted in strategically planning and executing an annual budget of $420,000 that included lead generation, direct response programs and Internet advertising
* Supervised data entry department to ensure a high quality database to analyze and report back-end marketing effectiveness for all marketing programs
* Managed and distributed over 1,200 sales leads per month to support 30 investment advisors
* Contributed to monthly financial newsletter by writing copy, designing, printing and managing distribution to a subscriber base of 35,000

**EDUCATION**

**Drake University** Des Moines, IA

Masters in Communication Leadership

**Iowa State University** Ames, IA

Bachelor of Liberal Arts and Science – Communications (Major), Marketing (Minor)

**BOARDS AND COMMITTEES/COMMUNITY ACTIVITIES**

* **American Marketing Association (AMA)** member
* **Central Iowa American Red Cross** board member
* **Central Iowa American Red Cross Heroes of the Heartland** committee member
* **Habitat for Humanity** volunteer
* **Meals from the Heartland** volunteer