

Maryanne Shew

Maryanne.Shew@gmail.com 614-352-8953

CAREER PROFILE:

Results-driven project management professional with extensive communications, branding, and marketing knowledge. Effectively leads teams through project development, collaboration, and execution. Ten years of progressive leadership and project responsibilities. Actively working toward PMP certification. Adaptable, organized, and easy to work with. Open to travel.

CAREER SUMMARY:

CCG Catalyst

A bank consulting firm

DIRECTOR OF MARKETING

Jan 2015 – Oct 2015

Responsible for all marketing efforts, brand, client experience, corporate communications, and public relations.

- Upheld brand standards across all channels
- Provided ongoing analytics-based updates to web experience as well as visual refresh
- Developed and executed a social media strategy that continues to increase engagement and followers
- Continuously updated brand standards within all organization documents
- Created a brand style guide for internal constituents
- Updated logo and brand color palette across all channels
- Worked with PR vendor to increase number of articles published
- Managed all marketing resources, budgets, and schedules
- Position outsourced in October 2015

Mission Essential

The U.S. Government's leading provider of translators, interpreters, and cultural advisers

COMMUNICATIONS AND MARKETING COORDINATOR

May 2013 – Jan 2014

Worked with organization leaders to develop and execute company communications and marketing.

- Coordinated company-wide events for both Columbus office and DC headquarters
- Worked with CEO and outside vendor to develop new website navigation and direction
- Developed branding objectives and plans to accomplish them
- Created marketing portfolios to support internal customer needs
- Rolled out new company brand initiative to internal and external audiences
- Strategic directed and executed social media platforms
- Provided communications support to internal departments
- Secured local media coverage for all promoted initiatives
- Promoted from Recruitment Specialist May 2013

RECRUITMENT SPECIALIST

Aug 2012 – Apr 2013

Recruited and supported linguists assisting reconstruction and peacekeeping efforts in Afghanistan.

- Managed candidates through the application process
- Paired potential candidates with resources to qualify for the position
- Worked with internal departments to navigate candidates from application through deployment, including paperwork and interview coaching to obtain U.S. security clearance
- Achieved 100% deployment rate for every applicant sent through processing

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ATK

A premier aerospace and defense company.

TRADE SHOW AND MARKETING PROJECT MANAGER

May 2011 – May 2012

Project managed domestic and international trade shows; worked across multiple company channels to develop marketing and communications platforms.

- Coordinated all aspects and logistics of domestic and international trade shows to promote Armament Systems Group products and services
- Kept all project well under budget by leveraging vendor relationships, operating with lean resources, and identifying creative solutions
- Developed multimedia marketing tools, data sheets, and print advertisements to effectively manage brand and deliver communication/business development objectives
- Organized and ensured media brand consistency for Armament Systems Group products and services
- Outlined social media strategy calendar for VP of Corporate Communications
- Attended domestic and international trade shows (including London, New Delhi, Washington D.C., Indianapolis) to collect industry information and act as point of contact for vendors and attendees
- Position eliminated as part of reduction in force May 2012

Intereum

A certified Herman Miller Dealer.

COMMUNICATIONS SPECIALIST

Jun 2009 – May 2011

Worked directly with company leadership to create and execute marketing strategy while identifying and managing company-wide changes to increase operational excellence.

- Coordinated the development and rollout of unique CRM software to track sales goals, use of sales team workload, assigned leads, and other duties
- Refined and implemented consignment program resulting in improved customer experience and saving company resources
- Regularly coordinated with sales and leadership teams to identify new opportunities and effectively utilize company and vendor resources
- Assisted the VP of Sales in the management and administrative support of all sales representatives
- Managed content and contributed to Facebook, Wordpress blog, Twitter, and other social media accounts
- Trained in Miller Heiman Strategic Selling techniques

CLIENT SERVICES PROJECT COORDINATOR

Nov 2007 – Jun 2009

Provided a wide variety of administrative services and customer support to six sales representatives and their teams.

- Interacted with manufacturers, clients, and all company departments to deliver consistent internal and external customer satisfaction
- Managed numerous projects: provided quotes and installation drawings, planning and scheduling, coordinating with managers, and suggesting alternative actions
- Maintained team-critical spreadsheets and databases
- Honored multiple times for excellence in teamwork and company contributions

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EDUCATION:

Bachelor of Arts, Communication, *Cum Laude*,
The Ohio State University, Columbus, OH

Sept 2011 – May 2005

PMP Prep Classes
University of Utah, Salt Lake City, UT

Oct 2014 (Complete)

1000 Yoga Teacher and Therapist Certification
InBody Academy, Salt Lake City, UT

Jan 2014 – Oct 2014

VOLUNTEER SERVICE:

InBody Outreach Salt Lake City, UT
Non-profit brining free yoga to under-served populations.
Digital Marketing Strategist and Volunteer Yoga Teacher

Jan 2014 – present