

SHAWN DOBY JOHNNIDES

Ewa Beach, HI
781.491.2202 | shawndj7@gmail.com

QUALIFICATIONS

- 20 years' experience in Marketing and Communications, including media campaigns, public relations, and project management
- Create and execute integrated, multi-media campaigns across traditional and digital channels, including TV, social, search, display, and direct mail
- Develop compelling marketing content and manage distribution electronically and physically
- Leverage data-driven insights, including performance monitoring and campaign analytics, to power innovation and efficiency
- Significant experience with marketing compliance and laws/regs governing the financial industry, as well as consumer data privacy laws
- Effectively direct external agency teams, contractors, consultants, interns and vendors
- Ability to work well under pressure with high EQ
- Lead cross-functional teams, including creative and analytics partners, in support of business goals
- Demonstrate successful leadership in influencing business decisions and collaborating with key stakeholders
- Effective communication and presentation skills, successfully presenting to all levels of leadership
- Highly proficient in Microsoft Office, Word, Excel, & PowerPoint; proficient in Adobe Creative Suite, LiveRamp, Google Analytics, Meta, and Snapchat

EXPERIENCE

Sr. Media & Social Marketing Manager | USAA

2020 – current

Support national paid media advertising by leading digital audience work, integrating and enabling audience data across all paid channels. Secure data sharing agreements with media partners and monitor emerging data privacy regulations. Implemented CCPA Consent Management tool, which averted millions in product loss as new privacy regulations went into effect. Develop test-and-learns to identify most efficient opportunities. Plan educational programming to support upskilling of team as AdTech stack evolves. Previously served as Social Channel lead for several products, working directly with social platforms to enable new capabilities for USAA product campaigns.

Marketing Communications Manager | CHEMetrics, Inc.

2018 - 2019

Managed domestic product marketing and distribution partners. Developed multi-channel media campaigns, managed online video content, launched company's first mobile-friendly website, and implemented advanced web analytics. Produced the company's first webinar. Completed regular sales analysis reports, managed marketing budget, directed consultants and vendors, and co-supervised two employees.

Marketing Content Manager | Manulife (John Hancock) Asset Management

2015 – 2018

Managed collateral for global institutional investment products. Helped launch content automation software.

Marketing Manager, Pacific Theater | Stars and Stripes

2010 – 2013

Directly supervised two employees. Developed new products and expanded product offerings across digital platforms. Executed multi-channel media strategies and reported on campaign performance. Significant project management and sales campaign support. Managed strategy and budget for Pacific-wide marketing activities and promotions. Reported to both military and civilian leadership.

Communications Manager | TRACE International Inc.

2008 – 2009

Marketing Manager | Spiegel & McDiarmid LLP

2006 – 2008

Marketing Coordinator | Kirkland & Ellis LLP

2005 – 2006

Marketing Assistant | Thorp Reed & Armstrong, LLP

2001 – 2005

EDUCATION

Digital Media & Marketing Certificate | Duke University

MBA | Johns Hopkins University

BA Media Communications | University of Pittsburgh

Disney College Program | Walt Disney World
