

**Lori Shannon**

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### **Professional Profile**

Accomplished thought leader who can conceptualize and implement fresh and effective marketing ideas. Experienced in strategic planning, implementation, and management of marketing campaigns focusing on brand awareness and lead generation through content management, organic and paid search, email and social media marketing. Consummate member of the management team through the consistent demonstration of the following accountabilities: leadership, communication, mentoring, empowerment, and resource management.

Profound understanding of all aspects of marketing and the importance of cohesive and coordinated messaging and tactics. Employs a big-picture, strategic outlook while maintaining a strong grasp of the tactical elements to execute marketing initiatives. Practiced in managing all activities related to conceptualizing and implementing marketing strategies including market research and planning; strategic direction for promotion and advertising; coordination with business development and sales teams; and hiring and directing the day-to-day activities of marketing staff.

Subject matter expert in digital marketing and media. Data-driven, agile, creative problem solver and critical thinker who can combine strategic plans with effective tactics.

### **Areas of Expertise**

Data Analysis and Interpretation ~ Strategic Planning and Implementation ~ Brand Marketing ~ Growth Marketing ~ Digital Marketing  
SEO ~ Content Marketing ~ Email Marketing ~ Social Media Marketing ~ CRO ~ CRM ~ User Experience ~ Project Management

### **Professional Experience**

#### **Chief Marketing Officer**

**2021 - 2022**

##### **The Ridge | Healthcare Venture Partners – Milford, OH (Remote)**

- Created marketing plan for digital marketing and business development
- Optimized existing website: technical and on-page SEO, UX and CTAs
- Audited all paid advertising tactics; discontinued all due to poor performance
- Completed website audit of the existing site; determined needs and requirements of new site with focus on lead gen
- Managed all aspects of new website launch, including design, UX, development, and content creation
- Completed audit of the brand's online presence, improved Google Business and other online profiles
- Developed and implemented content plan based on research, gaps, and needs
- Determined KPIs and metrics for reporting and created historical reports based on limited data sources
- Updated social media profiles with tracking parameters and unique phone numbers for tracking and measuring
- Developed and implemented social media marketing plan and calendar
- Migrated call tracking platform to provider with better data, integration with Google Analytics and Ads following audit of existing phone numbers

#### **Marketing Director**

**2020 - 2021**

##### **Evolve Treatment Centers – El Segundo, CA (Remote)**

Responsible for leading, coordinating, and integrating all digital and outreach marketing efforts to drive admissions and achieve census objectives in the healthcare marketplace; measure, track, and report on existing campaigns and other marketing initiatives; identify new opportunities.

- Work within a team of data analysts to develop a business intelligence platform that integrates disparate data sources and streamlines systems. Combine multiple datasets to evaluate the performance of all campaigns, outreach efforts, and identify growth opportunities in Tableau, Excel, other data visualization tools
- Salesforce administrator and trainer
- Develop and oversee all aspects of organic SEO and PPC initiatives, including link building strategy, content and landing page development, email marketing, and social media marketing to optimize performance and increase overall website traffic
- Manage internal and external teams of project managers, developers, graphic designers, content writers, video/media creators, SEO, and PPC experts. Drive all efforts of the website responsible for increasing qualified traffic, improving conversions, and driving admissions
- Provide leadership to the outreach representatives and manage their performance to the goals and objectives set in the marketing strategy
- Use existing and cultivate new relationships to expand Evolve's presence and influence in the marketplace through partnerships, relationship building, networking, and content marketing

- Develop training programs for outreach coordinators to ensure that coordinators meet their goals with a new focus on digital marketing. Train outreach team to utilize social media and digital tools to increase brand awareness, email marketing, and website traffic
- Manage resource allocation within budget while achieving all admissions goals
- Act as subject matter expert in Digital Marketing and SEO, staying on top of best practices, changes, trends and vet through new technologies; Identify opportunities and develop recommendations for overall SEM improvement

#### **Internet Marketing Director**

**2016 - 2020**

##### **Clearview Treatment Programs – Venice, CA (Remote)**

- Digital marketing strategy development and execution of strategies to maximize organic visibility, and increase qualified traffic, leads and overall revenue; Implementation of company-wide SEO standards and practices; Manage all SEO and PPC projects; Create and maintain all Internet marketing reporting, and monitor performance
- Establish content marketing plan working with freelance writers to produce targeted content as part of the overall content marketing and SEO strategies resulting in consistent year over year website growth, increase in leads generated, improved conversion rates
- Internet generated leads responsible for 67% client acquisition
- Develop and maintain all PPC campaigns; Achieve 71% increase in admissions from PPC while reducing spend by 34%
- Development and implementation of robust email marketing plan complete with dedicated B2B and B2C campaigns dedicated to building trust, authority, and thought leadership resulting in growth of email marketing subscriber list by 36% year over year
- Produce and manage a comprehensive social media marketing strategy resulting in Facebook engagement rates of 30% and post link clicks of 36%; Twitter impression over 600%, engagement rate of 45.5%, and post link clicks of 70.5%
- Develop and manage direct to consumer webinar series
- Lead development and installation of Salesforce; Oversee all training sessions; Maintain database and daily activities

#### **Senior Marketing Manager**

**2015 - 2016**

##### **The Bernard Group - Online Division - Chanhassen, MN**

- Development and execution of SEO strategies resulting in 28% increase in YoY organic traffic, 21% grow YoY organic revenue, and 38% rise in YoY organic average order value (AOV)
- Create a content marketing plan working with in-house and freelance writers to produce targeted content
- Development and implementation of robust email marketing plan complete with campaigns dedicated to reaching customers during all stages of the sales cycle
- Produce and manage a comprehensive social media marketing strategy; developed an employee advocacy program including social media best practices and training
- Research and installation of CRM tool used by sales and marketing; Oversee all training sessions; Maintain database and daily activities
- Responsible for growing qualified traffic and revenue across multiple brands by overseeing enhance content development leading to market authority.
- Collaborate with stakeholders and product managers to create high converting pages, and successful social media and PR campaigns

#### **Vice President, Internet Marketing and Communications**

**2010 - 2015**

##### **Elements Behavioral Health - Long Beach, CA (Remote)**

- Executive member of online marketing team responsible for 40-50% client acquisition and revenue
- Manage all social media advertising using targeted audiences and A/B testing to reduce spend and increase ROI
- Develop email marketing strategy, create and send emails using data from search and social analytics, resulting in 20-30% open rates and 9-12% clickthrus for a new brand (both much higher than the industry standard)
- Ensure all marketing communications are coordinated, that they support the overall marketing plan objectives and that they are an effective expenditure of resources.
- Partner with the Brand Manager, Creative Director, and Content/PR Director to ensure consistency in messaging
- Oversee implementation of SEO projects from concept to completion; monthly SEO audits and reporting
- Monitor online community and reputation management through daily management and engagement; collaborates with internal teams (PR, Legal, etc.) to craft responses; develop and support reputation management and crisis communications plans
- Manage in-house, contract and freelance team members working on SEO, Social Media, Content (written, photography and video) Production, and Website development, design and maintenance; develop, mentor and coach team members on an on-going basis
- Delegate tasks and project work within the team; ensure all members of the marketing team consistently maintain the ethical standards when developing online campaigns
- Partner with the Brand Manager to create an effective collaborative process with individual stakeholders to ensure marketing materials communicate a consistent brand message; Ensure consistent adherence to brand guidelines for all marketing materials
- Continue to develop and implement inter-company communications that foster better working relationships within the company

**Sr. Manager, Internet Marketing**

**2004 - 2010**

**Acadia Healthcare (formerly CRC Health Group | Aspen Education Group) - Cupertino, CA (Remote)**

- Developed and implemented company-wide SEO standards and practices
- Published content across a network of over 300 websites through content management systems with targeted, focused content as part of the overall content marketing and SEO strategies
- Produced weekly e-newsletters to promote key divisions; maintained subscriber lists; tripled subscriber base in under two years
- Created and implemented a comprehensive social media marketing strategy

**EDUCATION**

Gonzaga University, Spokane, WA 2013

*Master of Arts in Communication and Leadership Studies*

*Certificate in Intercultural Communication and International Media*

Brooks Institute of Photography, Santa Barbara, CA 2001

*Bachelor of Arts in Advertising and Digital Imaging Majors in Professional Photography*

UCLA, Westwood, CA 2014

*Certificate in Marketing and New Media*

University of Minnesota, Minneapolis, MN 2020

*Certificate in Data Visualization and Analytics*

*Google Analytics and Adwords Certified*