

# Shannon Harper

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## ABOUT ME

I'm a marketing and public relations professional with 20+ years of experience creating stories that connect people, build brands, and drive results. Throughout my career, I've led campaigns that blend creativity, strategy, and data, whether through media relations, social media, design, or community partnerships. I'm equally comfortable pitching a story, designing a campaign, or speaking to a crowd. I've taken on leadership roles, joined a university advisory board, and earned certifications in content marketing, crisis communication, and AI. At my core, I'm passionate about bringing ideas to life and making a positive impact through communication.

## EXPERIENCE

### SENIOR MARKETING/PUBLIC RELATIONS MANAGER

GOODWILL NORTHERN ILLINOIS - ROCKFORD, IL (Hybrid)

SEPTEMBER 2021 - PRESENT

- Develop and manage website and social media content, leveraging SEO strategies and platform algorithms to increase engagement and traffic.
- Analyze digital marketing data to refine communication strategies and improve audience reach.
- Plan and execute integrated marketing campaigns with consistent brand identity across Adobe Creative Suite, Canva, and Microsoft 365.
- Incorporate generative AI tools to streamline content creation, enhance ideation, and improve marketing efficiency.
- Design visually compelling advertisements for print, digital, and broadcast media.
- Act as company spokesperson, conducting media interviews and strengthening community relationships.
- Oversee internal communications for a workforce of 775+ employees, ensuring alignment and transparency.
- Launched and managed an e-commerce platform during the pandemic to sustain operations and expand revenue streams.
- Lead graphic design team in producing high-impact marketing materials and internal visual assets.
- Organize and coordinate donation drives across 18 counties, cultivating partnerships with local businesses and schools.
- Chair annual fundraising event, overseeing sponsorships, promotions, logistics, donor engagement, and event-day operations; successfully grew revenue and community participation year over year.

## **MARKETING/PUBLIC RELATIONS MANAGER**

**GOODWILL NORTHERN ILLINOIS – ROCKFORD, IL (Hybrid)**

**OCTOBER 2011 – SEPTEMBER 2021**

- Cultivated media partnerships that significantly increased brand visibility and secured consistent coverage.
- Authored press releases that earned placements in both local and national outlets.
- Directed social media strategy for 100,000+ followers, boosting engagement and strengthening brand presence.
- Represented the organization as lead spokesperson, delivering media interviews and managing public relations.
- Produced dynamic email newsletters reaching 50,000+ subscribers, driving audience engagement and program awareness.

## **MARKETING MANAGER**

**GOODWILL NORTHERN ILLINOIS – ROCKFORD, IL**

**OCTOBER 2002 – OCTOBER 2011**

- Developed and maintained a user-friendly website that showcased the full range of business services.
- Produced branded marketing materials for print and digital platforms, enhancing brand recognition.
- Executed targeted campaigns using flyers, out-of-home advertising, and broadcast media to drive customer growth.
- Built and managed a strong social media presence, fostering engagement and community connection.
- Supported the successful launch of five new locations through strategic signage, promotions, and local marketing efforts.

# **GROUPS**

## **Women in Leadership Advisory Board – Rockford University**

2025-26 Academic Year

- Designed to help women develop strategies and interpersonal skills for greater success.

## **Goodwill Leadership Council**

January 2023 – Present

- Internal management group for leaders to discuss strategic planning of the organization

## **Public Relations Society of America – Chicago Chapter**

January 2021 – Present

- PRSA is the nation's leading professional organization serving the communications community

## **Leadership Rockford – Greater Rockford Chamber of Commerce**

September 2014 – Present

- An 8-month program for emerging leaders, offering a comprehensive look at the community's history, opportunities, and successes.

# EDUCATION

## BACHELOR OF SCIENCE IN COMMUNICATIONS

UNIVERSITY OF PHOENIX | PHOENIX, AZ (Remote)

SEPTEMBER 2015 – AUGUST 2019

# CERTIFICATES

## CERTIFICATE IN MEASUREMENT AND ANALYTICS

2025 – Public Relations Society of America | Chicago Chapter

## AI ESSENTIALS CERTIFICATE

2025 - Google

## CERTIFICATE IN CRISIS COMMUNICATION

2025 – Public Relations Society of America | Chicago Chapter

## CERTIFICATE IN CONTENT MARKETING

2021 – Public Relations Society of America | Chicago Chapter

## CERTIFICATE IN JOURNALISM

2019 – University of Phoenix

## CERTIFICATE IN SOCIAL ENTERPRISE MANAGEMENT

2015 – Anne Arundel Community College

# SKILLS

- Adobe Creative Suite
- Communication
- Content Creation
- Copywriting
- Creative Writing
- Creativity
- Critical Thinking
- CRM Software
- Data Analysis
- Digital Marketing
- Email Marketing
- Event Management
- Generative AI
- Graphic Design
- Leadership
- Media Relations
- Microsoft Office Suite
- Photography
- Print Marketing
- Project Management
- Public Speaking
- Social Media Marketing
- Video Production & Editing
- WordPress

# LINKS

- **LinkedIn**  
<https://www.linkedin.com/in/shannonlharper>
- **Portfolio**  
<https://www.shannonharper.design>