

Shannon Harper

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MARKETING & COMMUNICATIONS LEADER

Marketing and public relations professional with 20+ years of experience creating stories that connect audiences, build brands, and drive results. Proven leader of integrated marketing and communications initiatives, with expertise in media relations, digital strategy, branding, and campaign execution. Known for blending creativity, strategy, and data to deliver measurable impact, build strong partnerships, and elevate brand visibility.

KEY ACHIEVEMENTS

- Drove 30% year-over-year growth for annual fundraising event, consistently selling out
- Led donation initiatives generating 170,000+ pounds annually across 18 counties
- Increased email engagement by 30% across a 50,000+ subscriber base
- Built and scaled social media audiences to 100,000+ followers
- Launched e-commerce platform during pandemic, creating new revenue stream and sustaining operations

PROFESSIONAL EXPERIENCE

SENIOR MARKETING & PUBLIC RELATIONS MANAGER

GOODWILL NORTHERN ILLINOIS - ROCKFORD, IL (Hybrid)

SEPTEMBER 2021 - PRESENT

- Lead integrated marketing, digital, and communications strategy to increase engagement, visibility, and growth
- Direct multi-channel campaigns across web, social, email, print, and broadcast media
- Serve as organizational spokesperson, managing media relations, interviews, and community partnerships
- Analyze performance data and audience insights to optimize messaging and campaign effectiveness
- Oversee internal communications for 800+ employees, ensuring alignment and clarity across the organization
- Lead and mentor design and social media teams, delivering high-impact content and engagement strategies
- Launched and managed e-commerce platform, generating new revenue and expanding digital presence
- Plan and execute large-scale donation drives and community partnerships across 18 counties
- Chair annual fundraising event, driving sponsorships, marketing strategy, and logistics

MARKETING AND COMMUNICATIONS CONSULTANT (Freelance)

HARPER CREATIVE GROUP

JUNE 2019 - PRESENT

- Provide strategic marketing and communications support to drive engagement and measurable results
- Develop and execute social media strategies, content plans, and integrated campaigns
- Create compelling content and storytelling that strengthens brand connection and visibility
- Support website design, optimization, and ongoing management
- Design logos and visual assets to enhance brand identity
- Produce professional photography and visual content for marketing and promotional use
- Deliver both remote and on-site consulting, adapting strategies to meet client needs

MARKETING/PUBLIC RELATIONS MANAGER

GOODWILL NORTHERN ILLINOIS – ROCKFORD, IL (Hybrid)

OCTOBER 2011 – SEPTEMBER 2021

- Built strong media partnerships, generating consistent local and national coverage
- Led social media strategy for 100,000+ audience, increasing engagement and brand reach
- Wrote and distributed press releases across print, digital, and broadcast outlets
- Designed and developed marketing assets across digital and print platforms
- Managed email marketing campaigns for 50,000+ subscribers, increasing open rates by 30%

MARKETING MANAGER

GOODWILL NORTHERN ILLINOIS – ROCKFORD, IL

OCTOBER 2002 – OCTOBER 2011

- Built and launched organization's website, driving 30% month-over-month traffic growth
- Launched and grew social media platforms, building an audience of 25,000+
- Supported marketing strategy for new location openings and brand expansion

LEADERSHIP & AFFILIATIONS

- Women in Leadership Advisory Board, Rockford University (2025 - Present)
- Goodwill Leadership Council (2023 - Present)
- Public Relations Society of America, Chicago Chapter (2021 - Present)
- Leadership Rockford Graduate (2014)

EDUCATION

BACHELOR OF SCIENCE IN COMMUNICATIONS

UNIVERSITY OF PHOENIX | PHOENIX, AZ

CERTIFICATIONS

PRSA - Measurement & Analytics (2025)
Google - AI Essentials (2025)
PRSA - Crisis Communication (2025)
PRSA - Content Marketing (2021)
University of Phoenix - Journalism (2019)
Anne Arundel CC - Social Enterprise Management (2015)

CORE SKILLS

Marketing Strategy • Media Relations • Social Media Strategy • Content Development
Branding & Design • Digital Marketing • Email Marketing • SEO
Data Analysis • Generative AI • Public Speaking • Event Strategy
Photography • Video Production • WordPress • Adobe Creative Suite