

# Shauna Brooke Rush

Social Media Director Profile

shauna.rush17@gmail.com

(559) 260-1115

www.linkedin.com/in/shaunabrooke

www.shaunabrooke.com

**Dedicated Social Media and Marketing Executive with proven experience in developing effective social media campaigns, audience engagement and growth, and viral moments.**

## Summary

Skilled at managing, mentoring, developing, and growing social media teams across global markets. Able to foster transparent communication and ROI-positive output, as well as create and implement holistic multi-year plan creation for platform growth and expansion.

## Accomplishments

- Gained 8M organic engagements through the creation of large viral moments for celebrity clients, including Chris Hemsworth. Also created successful co-branded content and series for companies, including ABC, VW, Toyota, Mitsubishi, Visit FL, and Reno – Tahoe.
- Gained 150% net audience growth, consistent double digit engagement rates, 100M monthly impressions, and 10M users engaging with content after only one year through the development of multi-year plans for platform growth and expansion.

## Career Experience

### Areas of Expertise

- Audience Engagement & Growth
- Team Management
- Content Strategy & Creation
- Social Media Campaigns
- Data Analysis & Reporting
- Twitter, Facebook, Instagram Ads
- Google Analytics
- Brand Building
- Influencer Relationships

#### Gannett Co. – USA Today Network 2022

##### Marketing Director, Social Media

Report directly to the Vice President of Marketing while managing a team of social media specialists including hiring, mentoring, coaching, and professional development. Determine measurement framework and a regular cadence of performance reporting in partnership with data science teams. Develop collaborative cross-departmental relationships to influence key stakeholders and business outcomes.

- Created a companywide Social Media Playbook that integrates strategy and best practices.
- Create innovative strategies and groundbreaking output across paid and organic channels.

#### The Golden State Company 2020 – 2022

##### Head of Company-Wide Social Media Dept./Sr. Director of Social Media

Oversaw Social Media Department including strategic resourcing, hiring, establishing trusted advisor relationships, as well as identifying supplemental support needs and sourcing, negotiating, and managing contractors as required. Report directly to C-suite, Owners, and Executive Team. Developed and managed content and creation including directing content shoots for both owned and agency client programming and campaigns. Generated market approaches using quantitative and qualitative intel to present to or collaborate with clients and internal stakeholders.

## Education

### Bachelor of Arts, Graphic Design

*Minor – Mass Communication & Journalism, Advertising Emphasis*  
California State University, Fresno

- Created large viral moments for celebrity clients including Chris Hemsworth, which garnered 8M organic engagements.
- Developed co-branded content and series for companies including ABC, VW, Toyota, Mitsubishi, Visit FL, and Reno – Tahoe.
- Grew Social Media Department by 700% across 4 divisions of the company
- Developed multi-year platform growth and expansion plan, resulting in 150% net audience growth, consistent double digit engagement rates, 100M monthly impressions, and 10M users engaging with content after only one year.

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### Preferred Hotels & Resorts 2019 – 2020

#### Manager, Global Social Media

Named Global Lead for Social Media, ensuring consistency across global social media channels, and serving as a key interface between audience, company, and contributors. Managed junior social media team members and other social media contributors located in key global markets including the United States, the United Kingdom, and China. Oversaw department's global budget and social advertising.

- Identified, structured, and carried out social media strategies including designing a consistent voice, look, and feel across all channels.
- Cultivated and maintained global influencer strategy for partnerships, negotiations, and trips with well-known macro- and micro-influencers.
- Increased Focus Channel audience by 136%.
- Managed 780+ member hotel and resorts' social media portfolios, including strategizing and managing initiatives and partnerships.

**Sandbox Agency    2018 – 2019**

**Digital Media Manager**

Partnered with Senior Vice President to develop strategies for Fortune 500-1000 clients from conception to launch across digital media and social channels. Strategized various initiatives for clients such as American Express and John Deere, with both digital and social media teams. Performed comprehensive reporting on client performance and offered solutions for optimization.

**Twitter, Inc.    2015 – 2018**

**Client Partnerships – Account Executive/Account Manager**

Collaborated with, recommended best practices, and developed effective campaigns for Fortune 500 and 1000 advertisers. Taught and demonstrated usage of Twitter Ad Products in client consultations. Identified issues and implemented effective improvements for social media campaigns. Analyzed and optimized advertising programs using internal tools and dashboards.

- Achieved \$4M + annual revenue and over 100% each quarter year-to-date.

## **Additional Experience**

**Graphic Design Consultant**, World Economic Forum & Funding Circle **2018**

**Account Associate & User Services – Abuse Specialist**, Twitter, Inc **2015**

**Customer Service Representative - Social Media Manager** Symmetry Elevating Solutions **2015**

**Social Media Manager**, On The Edge **2014**

**Media Specialist**, Wonder Valley Resorts **2012-2013**

## **Affiliations**

**The Cove**, Creative Director

**Twitter ECS**, Team Meeting Lead

**Twitter Women**, Internal Communications & Culture Team

**CSUF Advertising Team**, CEO