

Shauna Brooke Rush

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Summary

Resourceful and versatile marketer recognized for innovative, multi-channel strategies that boost audience engagement and acquisition. Known for creating compelling brand narratives that captivate global audiences, driving customer growth, nurturing consumer loyalty, and crafting memorable viral moments. Expert in building and leading dynamic teams across multiple verticals, brands, and departments, fostering a culture of trust and transparency, thereby stimulating transformative innovation and boosting overall team efficacy. Proven proficiency in developing effective social media ad campaigns and organic strategies -reflecting a ROI-positive output. Passionate about fostering transparent communication as a trusted advisor and partner with experience managing teams in global markets, leading to actionable testing, scalable strategies, and team success. Acknowledged for a synergistic, results-oriented approach that propels platform growth, expansion, and ROI-positive results.

Accomplishments

- Gained 8M organic engagements through the creation of large viral moments for celebrity clients, including Chris Hemsworth. 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.

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

Career Experience

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.

MoonTide Media Agency, of The Golden State Company 2022

Senior Director of Strategy

- Developed a deep understanding of client industries, business models, product offerings and target audiences to recommend approaches that yield competitive cut-through while staying true to each brand's promise and value proposition.
- Developed strategic briefs and input to creative briefs in partnership with creative teams (not a baton pass) to ensure internal teams have sophisticated understanding of business objectives, reasons to believe, mandates and the necessary critical tasks to achieve these objectives.
- Managed strategy partners to maximize efficacy of deliverables, meet client objectives and minimize redundancies (qual and quant partners).
- Planned and facilitated custom research projects including surveys and focus groups.
- Created and presented strategies across all media that uphold both strategic integrity and emotional power to persuade and create change, with a focus on social media inclusion.

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.

- 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.

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

Education

Bachelor of Arts, Graphic Design

Minor – Mass Communication & Journalism, Advertising Emphasis

California State University, Fresno

Affiliations

The Cove, Creative Director

Twitter ECS, Team Lead

Twitter Women, Internal Communications & Culture Team

CSUF Advertising Team, CEO