

# Shauna Brooke Rush

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## Social Media Marketing Executive

As an experienced marketing executive, I facilitate memorable, own-able & engaging strategies. I have deep roots in social, having started my career on the client side at Twitter. I have built & led teams spanning multiple verticals, brands, & departments from the perspective of both the client & the agency. As the Director of Social Media for Gannett - USA Today, I serve as a trusted advisor & expert on all things content marketing, driving the adoption of scalable approaches across the network of brands. While fostering transparent communication & ROI-positive output, I partner with key stakeholders in marketing, editorial, & business intelligence sectors to refine & implement successful content marketing strategies.

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### Core Skills

- Data-informed Paid & Organic Social Media Strategy
- Team Hiring, Development, & Growth
- Strategy & Implementation of Content Creators & Influencers
- Holistic Multi-year Plan Creation for Platform Growth & Expansion
- International Team Leadership (US,UK, China)
- Multi-Million Dollar Budget Management

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### Experience

#### 2022 — GANNETT CO, USA TODAY NETWORK MARKETING DIRECTOR, SOCIAL MEDIA

- Partner with marketing, creative, media, editorial, & audience development teams to create innovative social strategies & groundbreaking output across paid & organic channels.
- Develop & maintain a social media playbook that synthesizes strategy & best practice to guide companywide thinking.
- Identify opportunities & lead the activation of the company's brands' entry into high-value, real time conversations & trends.
- Partner with data science teams to establish measurement frameworks & a regular cadence of performance reporting.
- Build & manage collaborative relationships across the company to influence key stakeholders & business outcomes.
- Hire, manage & develop a growing team of social media specialists.
- Report directly to Vice President of Marketing.

#### 2020 - 2022 — THE GOLDEN STATE COMPANY (EMERGENT MEDIA & MOONTIDE AGENCY) HEAD OF COMPANY-WIDE SOCIAL MEDIA DEPARTMENT - SR. DIRECTOR OF SOCIAL MEDIA

- Built & grew social media department by 700% with strategic resourcing, hiring, & establishing trusted advisor relationships. Additionally sourced, negotiated, & managed contractors for supplemental support to meet demand.
- Developed multi-year plans for platform growth & expansion, by ideation & implementation of overarching strategies & creation of processes. This resulted in 150% net audience growth, consistent double digit engagement rates, 100M monthly impressions, 10M users engaged with content in a single year.
- Balanced both qualitative & quantitative intel to develop market approaches to present to or collaborate with clients or internal stakeholders.
- Created content strategy & oversaw creation, including directing content shoots, for both owned (publisher & e-commerce brands) & agency client programming & campaigns. This includes large viral moments for celebrity clients (e.g. Chris Hemsworth) that resulted in over 8M organic engagements. Additional examples include co-branded content & series for clients such as ABC, VW, Toyota, Mitsubishi, Visit FL, Reno -Tahoe, etc.
- Oversaw & managed the negotiation & implementation of content creator, influencer, & vendor contracts, projects, & relationships.
- Reported directly to C-suite, owners, & executive team.

#### 2019 - 2020 — PREFERRED HOTELS & RESORTS MANAGER, GLOBAL SOCIAL MEDIA

- Served as the global lead, a key interface between the company, contributors, & audiences, ensuring consistency across all social media channels globally.
- Identified, organized, & implemented social media strategies; developed a consistent voice, look, & feel across channels; researched & implemented innovations; managed department's global budget & social advertising efforts.
- Developed & maintained a global influencer strategy including partnerships, negotiations, contracts, & trips with well known macro & micro-influencers.
- Created performance reports & analyzed effective benchmarks for measuring impact of social media efforts.
- Increased audience size by 136% on focus channel.
- Simultaneously strategized & managed initiatives & partnerships with 780+ member hotel & resorts' portfolios of social media.
- Oversaw the efforts of junior social media team members & other social media contributors based in key markets globally. (US, UK, CHINA)
- Reported directly to C-suite & executive team.

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## Additional Relevant Experience

2018 - 2019 — **SANDBOX AGENCY**

*DIGITAL MEDIA MANAGER*

- Strategized with both digital media & social media teams on various initiatives.
- Collaborated with the Senior Vice President to build strategies across digital media & social channels from concept to launch for Fortune 500-1000 clients.
- Conducted comprehensive reporting on clients' performance with optimizations.
- Communicated & partnered effectively with both clients & vendors.

2018 - 2019 — **WORLD ECONOMIC FORUM & FUNDING CIRCLE**

*GRAPHIC DESIGN - CONSULTANT*

2015 - 2018 — **TWITTER INC**

*CLIENT PARTNERSHIPS - ACCOUNT EXECUTIVE / ACCOUNT MANAGER*

- Collaborated with Fortune 500 & 1000 advertisers by understanding their objectives, recommending best practices & developing effective campaigns.
- Educated & consulted clients to demonstrate how to use Twitter's ad products.
- Executed, optimized, & analyzed advertising programs using internal tools & dashboards.
- Solved campaign issues in a timely & productive manner by identifying & implementing process improvements.
- Responsible for \$4M+ annual revenue with a record of achieving over 100% each quarter year-to-date.

*SMB - ACCOUNT ASSOCIATE & USER SERVICES - ABUSE SPECIALIST*

- Outreach & Collaboration with small & mid-sized advertisers to optimize Twitter advertising campaigns & recommend best practices

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## Skills

Twitter Ads, Facebook Ads, Instagram Ads, Pinterest Ads, Curalate, Jira, WeChat, Sina Weibo, Salesforce, Powerpoint, Keynote, Google Suite, Adobe Suite, Microsoft Suite, Facebook, Instagram, LinkedIn, Hootsuite, Dropbox, Asana, Sketch, Canva, Prezi, Sprout Social, Emplifi, Simply Measured, Google Ad Words, Double-Click, Google Analytics, Tableau, Crimson Hexagon, Content Creation

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## Education

**CALIFORNIA STATE UNIVERSITY, FRESNO** - Bachelor of Arts, Graphic Design  
Minor - Mass Communication & Journalism - Emphasis Advertising

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## Professional Groups & Organizations

**The Cove** - Creative Director

**Twitter ECS** - Team Meeting Lead

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

**CSUF Advertising Team** - CEO