

SHANNON LEAHY

content strategist

Senior Content Strategist, Marketing • Jan. 2015 to Feb. 2016

Unboxed Technology, LLC in Richmond, Virginia

Partnered with business development, marketing, and product development stakeholders to define and refine marketing strategy and messaging

Created editorial calendar and workflows

Planned, wrote, edited, published, and tested content for Unboxed's website, landing pages, lead nurturing emails, and monthly email newsletter

Managed Unboxed's social media accounts

Launched website redesign that increased quantity and quality of inbound leads

Senior Content Strategist • Mar. 2014 to Jan. 2015

Content Strategist • Mar. 2013 to Mar. 2014

Unboxed Technology, LLC in Richmond, Virginia

Wrote UI copy and release notes for B2C and B2B sales apps, plus Unboxed's SaaS learning management system

Developed and strengthened content strategists' competency in UI writing

Created self-paced training workbooks, instructor-led training, animations, tutorials, and live-action videos

Reviewed work for, gave feedback to, and mentored other content strategists

Streamlined editorial process for Unboxed's blog

Content Specialist • Oct. 2011 to Mar. 2013

Whittington Consulting in Richmond, Virginia

Collaborated with web designers, creative director, and vendors to design, launch, and maintain websites

Conducted content audits and created content inventories, sitemaps, wireframes, and content for web design projects

Wrote blog posts, email newsletters, social media updates, and ebooks for content marketing and lead generation initiatives

Director of Internet Marketing • May 2010 to Sep. 2011

Social Media & SEO Specialist, Copywriter • May 2009 to May 2010

Key Web Concepts, Inc. in Chesterfield, Virginia

Implemented a content-first web design process and improved client communication, team efficiency, and quality of deliverables

Partnered with designers to define, champion, and execute the vision and strategy for web design projects

Developed sitemaps, wireframes, and content for websites

Led consultations with new and existing clients and wrote proposals

Contributed content to Key Web Concepts' blog and social media profiles

Education

Bachelor of Arts, English

December 2008

Virginia Commonwealth University in Richmond, Virginia

Summa Cum Laude

University Honors

Dean's List

Toolkit

HTML/CSS

WordPress

Mailchimp

Photoshop

Invision

Microsoft Office Suite

Past Clients

Comcast

Owens & Minor

Sports Authority

BH Media Group



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