


SHAWN MARTIN



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 Richmond, VA

Impact-focused leader with over a decade of marketing and communications experience with a focus on brand development, customer experience, and increasing revenue. Currently working on customer communications strategy and implementation to drive growth across a \$300M book of business.

Professional Experience

Communications Manager, Elephant Insurance, 4/20 - Present

- Spearheaded the development and execution of a communication strategy that contributed to a \$7M increase in revenue through a focus on customer experience and retention.
- Administered Salesforce Marketing Cloud and Everest platforms, including interfacing with developers to implement REST API triggers, complex journeys, automations, and data feeds.
- Overhauled how we onboard new customers which led to a 10% reduction in contacts to our call center.
- Launched SMS as a communications channel and leveraged it to increase payment success.
- Negotiated a vendor contract to reduce the cost by 10% per year while gaining additional services.
- Developed, and currently executing, a release strategy for Elephant's first mobile app.

Web Designer, Elephant Insurance, 11/19 – 4/20

- Increased email open rate by 411% and click through rate by 289% since 2019 by focusing on email deliverability, send time optimization, and content strategy.
- Implemented an email campaign to collect bad debt before sending to collections, reclaiming over \$100K/yr.
- Created a coherent and consistent design system for email.

Marketing & Operations Manager, ComServe Wireless, 5/15 – 11/19

- Strategically managed an annual purchasing budget in excess of \$10 million.
- Oversaw brand development and execution, including launching a brand refresh.
- Managed and expanded Social Media, increasing Facebook likes by 340% in 12 months.
- Created operational policies, procedures, and training documents to increase efficiency and reduce losses.
- Oversaw the setup of 28 new retail locations, including the expansion into new states.

Interim Marketing & Communications Director, VCU College of Engineering, 1/14 – 6/14

- Developed and led the execution for a new biennial publication, The Engineering Adventure Activity book, to increase K through 6 interest in STEM.
- Led the Marketing team to provide marketing and communications support for the unit while managing hourly employee's schedules to stay within state guidelines.

Marketing & Communications Coordinator, VCU College of Engineering, 9/11 – 1/15

- Managed the VCU College of Engineering website, social media, and brand.
- Coordinated projects to the Marketing team to maintain efficiency and meet stakeholder deadlines.
- Designed websites, HTML email invites, posters, brochures, advertisements, and promotional items.

Skills

- Salesforce Marketing Cloud
- HTML/CSS
- AP Style
- Adobe CC
- Vendor Management
- Marketing Strategy
- Data Analysis
- Project Management
- Brand Development
- Social Media Management

Education

University of Illinois Urbana-Champaign
Cert. Digital Marketing, 2019-2020

Virginia Commonwealth University
2011-2014