

Shannon Robaczewski

Social Media Strategist

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CAREER OBJECTIVE

Strategic and data-driven marketing leader with 10+ years of experience driving growth through innovative social media, content, and digital campaigns. Currently serving as Social Media and Blog Manager at School Specialty, where I lead the development and execution of multi-platform strategies that amplify brand voice, engage diverse audiences, and generate measurable results across B2B and B2C markets. Adept at scaling content ecosystems, optimizing paid and organic performance, and leading cross-functional teams. Proven success in lowering cost-per-click, increasing engagement, and improving ROI through targeted social, SEO, SEM, and email marketing initiatives. Now seeking a new opportunity to expand impact, lead strategic initiatives, and drive integrated marketing success on a broader scale.

PROFESSIONAL EXPERIENCE

Social Media and Blog Manager

August 2022-Present

School Specialty, LLC

- Spearheaded the development and execution of comprehensive paid and organic social media strategies targeting both B2B and B2C markets, including product launches, brand awareness initiatives, lead generation, and transactional campaigns.
- Successfully optimized audience targeting, driving down cost-per clicks (CPC) from \$9 to \$1 or lower, resulting in significant cost savings and enhanced campaign efficiency.
- Led the redesign and optimization of social ads, driving improved performance while reducing ad spend, resulting in higher ROI.

- Collaborated seamlessly with internal teams and external agencies to ensure all tasks were completed on time, with accurate copy, compelling designs, and optimal ad performance.
- Established and implemented a strategic blog content process, including content creation, writing, and continuous updates to keep the blog fresh and engaging.
- Partnered with development teams to enhance user experience and functionality on the blog, ensuring a seamless, positive interaction for all visitors.
- Managed a team of writers to consistently produce high-quality, relevant content based on survey insights and customer feedback.
- Compiled detailed performance reports, presenting findings to senior leadership and offering actionable recommendations for continuous improvement.

Social Media Strategist

March 2019 - August 2022

LYFE Marketing Agency, LLC

- Led integrated marketing campaigns across social, email, PPC, and SMS channels—ensuring consistent messaging and measurable impact.
- Managed content calendars and strategy for 15–20 clients, aligning timelines, messaging, and branding across platforms.
- Created adaptive, platform-specific strategies (Meta, LinkedIn, TikTok, Snapchat), optimizing static and video content for reach and engagement.
- Built digital infrastructure for clients, including Meta Business Manager, Google Ads, Tag Manager, and Analytics.
- Delivered monthly performance reviews with actionable insights, identifying opportunities for scaling and optimization.
- Collaborated on creative direction and messaging, ensuring campaign assets were on-brand and conversion-focused.
- Unified messaging across social, email, landing pages, and paid media to drive brand consistency and customer growth.

Digital Marketing Strategist

January 2014-March 2019

Sunstar Americas, INC

- Led email marketing initiatives, crafting compelling communications for upcoming trade shows and product launches, while analyzing performance metrics such as click-through rates, open rates, and bounce rates to optimize engagement and ensure list accuracy.
- Spearheaded SEO and SEM strategies by collaborating cross functionally to develop display ads, Google Shopping ads, retargeting efforts, landing pages, and Google AdWords campaigns, driving increased visibility and lead generation.
- Managed comprehensive social media calendars to ensure alignment with key dates and promotions, overseeing the creation of editorial calendars, posts, and images to maintain consistent brand messaging.
- Monitored and engaged with customer interactions across social media and website platforms, addressing comments, direct messages, reviews, and product inquiries to foster positive relationships and enhance customer satisfaction.
- Analyzed lead generation channels, utilizing social media, Google Alerts, email clients, and website analytics to identify opportunities for growth and optimize campaign performance.
- Regularly presented data-driven insights and performance reports to senior leadership, including Directors and above, highlighting key performance indicators (KPIs) and actionable recommendations for continued program success.
- Developed and curated multimedia content, including images, copy, and videos, to maintain and elevate brand presence across website and social media channels.
- Took leadership in influencer partnerships, creating impactful YouTube and social media content to drive brand awareness and announce product launches, expanding the reach of marketing efforts.

EDUCATION

Bachelor of Arts, Marketing | Lakeland College | 2011

SKILLS-ACHIEVEMENTS

- Social Media Strategies (B2B/B2C)
- Digital Advertising (PPC, Display, Retargeting)
- SEO/SEM Optimization
- Social Media Content (Paid/Organic)
- Brand Development and Awareness
- Content Strategy and Leadership
- Content Analytics and KPI reporting
- Cross Functional Team Collaboration
- Executive Communication and Reporting
- Email Strategy (SMS, Drip, and Newsletter)