

# SHANNON K. BRADLEY

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**Objective:** To assist companies in building a strong digital focus with my knowledge and skills in marketing, web development, writing, content creation, and digital experience.

## EXPERIENCE:

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### **Old National Bank, Evansville, IN**

**Website and Content Development Manager, AVP, January 2017 to present**

**Marketing Project Manager, AVP, August 2014 to January 2017**

- Using Progress® Sitefinity Content Management System (CMS) and Digital Experience Cloud (DEC), create personalized site content and experiences based on site visitor interactions and profiles. (Was responsible for setting up DEC platform, including identifying personas and scoring rules for leads/conversions.)
- Identify potential leads for retargeting and create content for various stages of the customer journey.
- Set, monitor, and report on key website and content performance metrics. Determine any testing or adjustments to optimize content and increase conversions.
- Coordinate with marketing team to identify content ideas and create content that aligns with acquisition and relationship-building goals.
- Interview subject matter experts, research and write content, or edit submitted content. Set up in CMS.
- Maintain content calendar in Airtable, including targeted persona, personalized touchpoints, and content distribution. Assign scoring to new content in DEC.
- Build and refresh website pages in CMS, including writing, image selection, search classification, review process, and syncing to production. Also handle daily site updates and maintenance.
- Work closely with external development partner to spec, build, test, and deploy custom website features, such as [search and knowledge base](#), [shareable content/blog sections](#), [branch locator](#), [product selectors](#), and localized sales team pages.
- Monitor site SEO, policy, and accessibility issues in SiteImprove web governance system. Handle or assign any necessary action.
- Act as administrator for CMS and DEC.
- Develop and update website procedures and policies. Train Sitefinity users.
- Work with IT and outside development partner to identify and resolve any site/software/server problems. Schedule, monitor, and test for site deployments.
- Received third quarter 2019 ONE Vision Award for writing all content and building company search and knowledge base.

### **University of Evansville, Evansville, IN**

**Director of Content Development, March 2014 to August 2014**

- Managed all university relations, including acting as media contact, placing stories, and writing internal/external communication.
- Developed scripts and worked with digital media team to produce video.
- Wrote content for a range of marketing materials, including alumni magazine, social media, direct mail, flyers, and letters.

**Old National Bank, Evansville, IN**

**Senior Writer and Online Content Manager, AVP, January 2013 to March 2014**

**Marketing Communication/Online Project Manager, September 2010 to January 2013**

**Marketing Communication Specialist, September 2008 to September 2010**

- Served as manager and contributor for a broad range of marketing, advertising, sales, and corporate communications projects.
- Successfully worked with project teams, departments, and lines of business throughout the bank.
- Managed projects such as the launch of Mobile Banking and the photo debit card, creation of an advertising toolbox, and transition to an in-context content management system.
- Wrote copy/content for print and online marketing, as well as radio and TV, sales collateral, newsletters, educational resources, training materials, presentations, and other projects.
- Managed corporate website and developed new sections for community partnership, social responsibility, careers, security center, and welcome for acquisition partners.
- Used strategic marketing knowledge and input from subject matter experts to write engaging and accurate copy/content in support of project objectives.
- Helped to ensure the Old National brand voice and style were consistent in all communications.
- Received third quarter 2010 ONE Vision Award for managing and writing "contact management" policies and procedures.

**Heritage Federal Credit Union, Newburgh, IN**

**Vice President of Sales and Marketing, January 2005 to May 2007**

**Vice President of Marketing, January 2004 to January 2005**

**Marketing Director, November 1994 to January 2004**

Began as one-person marketing department and eventually managed entire Sales and Marketing team.

- Developed and implemented annual marketing plan. Maintained and administered marketing budget. Participated with other managers in annual strategic planning.
- Managed implementation of major projects such as Online Banking, website and MCIF (Marketing Customer Information Files) system used to analyze member relationships.
- Wrote and edited member newsletter, sales letters, annual report, radio/T.V. scripts, speeches, PowerPoint presentations, web copy, print ads, direct mail, and brochures.

**Southwestern Indiana Easter Seal Society, Evansville, IN**

**Director of Public Relations, November 1991 to November 1994**

**Old National Bank, Evansville, IN**

**Public Relations/Advertising Director, January to November 1991**

**Director of Public Relations, February 1990 to January 1991**

**Public Relations Coordinator, August 1987 to February 1990**

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**EDUCATION:**

**UNIVERSITY OF SOUTHERN INDIANA, Evansville, IN**

**Bachelor of Science in communications (journalism emphasis), May 1987**

Minor: English with writing emphasis    GPA: 3.49/4.0