



614 South First St. #311

Austin, TX 78704

440.667.5339

SHAYNA BANE

FULL STACK MARKETER

ABSTRACT

Strategic marketing leader with proven ability to rally teams, resonate with audiences, and drive sales gains. Capacity for understanding a variety of marketing strategies, crafting compelling campaigns, and driving plans forward has impacted growth for varying brands. Motivated by being part of a culture of team work and ethical behavior.



shaynabane@gmail.com



shaynabane.com



/shaynabane

EXPERIENCE

● DIRECTOR OF MARKETING

Guidefitter | Aug 2016 - Nov 2017

Drove brand awareness, grew audiences and boosted online gear sales for outdoor influencer marketing platform. Managed marketing staff, SEO and PR firms. Administered annual marketing budget. Developed, pitched and executed campaigns for brand partners.

Weston Brands, a division of Hamilton Beach

● BRAND MANAGER

Feb 2014 - Aug 2016

Management of entire online brand presence for leading specialty kitchen small appliance brand. Led re-branding initiative, managed brand strategy and consulted both product development and overall marketing strategy.

● ONLINE BRAND MANAGER

Feb 2012 - Feb 2014

Managed all digital marketing efforts, product content on third party e-commerce sites, and created and managed online influencer network.

● DIGITAL MARKETING SPECIALIST

May 2011 - Feb 2012

Ownership of company site, e-commerce sites, social media, email marketing and blog. Accountable for online sales, audience building and traffic growth.

EDUCATION

● BALDWIN-WALLACE UNIVERSITY

BA, Mass Communication | 2011

Marketing and PR minors. Leadership and innovation certifications.

RESULTS

- >> Key driver in team efforts that boosted Guidefitter's shopping audience 1,000% over one year
- >> Accelerated Guidefitter from \$0 to \$100K+/mo
- >> Drove continuous organic traffic and sales growth during tenure at Weston Brands, resulting in an average 50% YoY increase in organic traffic and 20% YoY increase in sales
- >> Spearheaded re-branding initiative, resulting in the successful acquisition of Weston Brands by top home appliance brand Hamilton Beach

TECH SUMMARY

Microsoft Office, Adobe Photoshop, InDesign and Illustrator, Google Analytics, Tag Manager and Adwords, social ad managers, Volusion and Wordpress

TESTIMONIALS

"Coming from a Sales Manager position, Shayna was the best marketing person I've had the pleasure of working with."

— Ryan Case, National Sales Manager, Weston Brands

"Shayna was very easy to work with, took an excellent approach at management and was very knowledgeable in all things marketing."

— Tyler Hock, Online Content Manager, Guidefitter

REFERENCES

Michael Caspar | Former CEO at Weston
+330 208 7046 | michaelcaspar@gmail.com
additional references available upon request