

# SHAWN DAVIS

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## Volunteerism

### The Cody Dieruf Foundation

01/2022 - Present

- Wordpress upkeep and maintenance

## Certifications

Google Ads - Measurement  
Google Analytics

## Skills

HTML, CSS, JavaScript,  
SEO, Social Media,  
Microsoft Office,  
Communications,  
Marketing Strategy, Email  
Marketing

## Education

### Southern Illinois University 2020

Carbondale, Illinois

B.S. Journalism specializing in Advertising with a minor in Computer Science.

## Experience

### Bar Association of Metropolitan St. Louis

04/2022 - 10/2022

#### Digital Marketing Specialist

St. Louis, Missouri

- Created and executed social media strategy for Instagram, Facebook, Twitter, and LinkedIn.
- Developed print and digital marketing materials for a wide variety of organization events.
- Overhauled email communications to increase customer engagement.
- Implemented Google Analytics and analyzed reports to influence digital marketing decisions.

### AmeriCorps VISTA - Cody Dieruf Benefit Foundation

01/2021 - 01/2022

#### Marketing Coordinator

Bozeman, Montana

- Developed and implemented comprehensive style guidelines to strengthen the organization's brand.
- Increased the organization's service area by 250%.
- Implemented industry standard analytic systems such as Salesforce and Google Analytics to measure brand growth.
- Implemented and managed a successful Google Ads campaign of \$10,000 per month via the Google for Non-Profits Ad Grant.
- Created outreach materials for organization donors and clients across a variety of mediums including email, social media, print, and more.
- Conducted detailed research into organization service capacity and delivered recommendations for improvement.
- Improved both the design and effectiveness of MailChimp campaigns to improve open rate and total subscriber count.
- Conceptualized and launched a successful specialty license plate fundraising campaign.
- Continue to volunteer on an as-needed basis with website upkeep after service.

### Saluki AdLab

06/2020 - 12/2020

#### Creative Director

Carbondale, Illinois

- Performed a wide range advertising services for local and regional clients including research, branding, and design.
- Developed and implemented unique digital marketing experiences for clients including web design, AR experiences, podcast production and social media strategy.
- Developed and distributed a mobile application for a client using React Native.
- Scripted, edited, and placed a series of commercials and radio