

SHANNON HINDERBERGER

DIGITAL MARKETING PROFESSIONAL

shanlee@gmail.com



541-390-1068

SOCIAL



@eelnahs



@shanlee

PROFILE

I'm a marketing professional with over 15 years of experience. I research, plan, manage and execute online and offline marketing initiatives including content strategy, search engine optimization, paid search engine marketing, email marketing, social media, public relations, online reputation management and brand development.

PROFESSIONAL EXPERIENCE

Digital Strategist

The Growler Guys
2016 - Present
Bend, Oregon

Marketing Manager

Riverhouse Hotel & Convention Ctr.
2012 - 2016
Bend, Oregon

Independent Contractor

Digital Marketing Strategist
2010-present

Marketing Projects Coordinator

Bend Memorial Clinic
2007-2012
Bend, Oregon

Director of Marketing & Campaign

United Way of Deschutes County
2004-2007
Bend, Oregon

Director of Development & PR

Nebraska Food Bank
2002-2004
Omaha, Nebraska

Content Specialist

Cox Interactive Media
1998-2002
Omaha, Nebraska

News Producer

Cox Communications
1997-1998
Omaha, Nebraska

News Intern/Production Assistant

KMTV
1996-1997
Omaha, Nebraska

EXPERTISE & SKILLS

- Brand Development
- Project Development
- Strategic Planning
- Public Relations
- Content Strategy & Development
- Email Marketing
- Search Engine Optimization
- Targeted Digital Marketing
- Social Media Marketing
- Online Reputation Management
- Website Project Management
- Sales Support
- Direct Mail
- Graphic Design & Production
- Google Analytics & Webmaster Tools
- Visual Presentations

EDUCATION

1993-1997

Bachelor of Arts, Broadcast Communications
University of Nebraska - Omaha

AWARDS

Accomplished 40 under 40 Award
Bend, Oregon

AFFILIATIONS

SWIVEL Digital Marketing Conf.
Content Marketing Chair
2011- Present

Central Oregon Beer Angels
Member
2013-present

References available upon request