

Shanna McKee

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Professional Summary

Driven to inspire companies to turn their vision into a reality. Vision is to inspire passion in employees and that starts with positive leadership, clear ideas, and how to make an impact. Accomplished and high performing executive with demonstrated ability to use data analytics, business intelligence, predictive analytics, and data visualizations to help businesses improve leadership, strategic planning, and produce high quality results. Background in leadership, curriculum development, higher education, increasing profits, reducing costs, and transforming success/business standards. Experienced in leading and supervising operational and leadership teams. Strong ability to frame and break down complex business problems and recommend targeted, practical solutions. Highly skilled in creating, delivering effective presentations of complex topics to audiences of all shapes and knowledge. Strategic-thinking individual experienced in turning low-performing organizations into top revenue producers. Offering engaging and pleasant personality with expertise improving customer relationships and building strategic partnerships. Highly committed, positive management style, a true leader, mentor, inspires confidence in others, and empower team members. Embraces continuous learning and improvement.

Skills & Abilities:

- CEO / FOUNDER
- TEAM LEADERSHIP
- TIME MANAGEMENT
- BUSINESS STRATEGY/BUSINESS INTELLIGENCE
- SUBJECT MATTER EXPERT TRAINING
- LEADERSHIP / STRATEGY/RESOURCE PLANNING
- DEVELOPMENT DATA VISUALIZATION
- ADVANCED DATA ANALYTICS
- CURRICULUM DEVELOPMENT / ASSESSMENT
- HIGHER EDUCATION / ONLINE INSTRUCTION
- CAMPAIGN MANAGEMENT
- MENTOR / STUDENT ADVOCATE
- CROSS DEPARTMENTAL COLLABORATION
- TABLEAU / SALESFORCE / DATORAMA(MCI)
- PRODUCT STRATEGY
- PYTHON / SQL / AWS
- MARKETING STRATEGY
- BUSINESS ANALYSIS
- PRODUCT / STRATEGIC PLANNING
- PRESENTATIONS & STORYTELLING
- LABOR MARKET RESEARCH
- TALENT ACQUISITION
- PROGRAM MANAGEMENT
- STRATEGIC COMMUNICATION
- PROGRAM DEVELOPMENT

Experience:

FOUNDER & CEO | MCKEE THEORY INC. | MAY 2021 - PRESENT

- Negotiate terms of business acquisitions to increase business base and solidify market presence.
- Train existing team members on BI tools, current systems, media platforms, internal data warehouses.
- Create and identify opportunities to increase profit, traction, and efficiency.
- Cultivate forward-thinking, inclusive and performance-driven company culture to lead industry innovations.
- Establish, optimize and enforce business policies to maintain consistency across industry operations.
- Define company roles and responsibilities to establish and enhance processes.
- Form senior leadership teams through rigorous interviews and extensive candidate research.

- Identify business development challenges and customer concerns for proactive resolution.
- Identify customer concerns for proactive resolution.
- Improve current data infrastructures, create, and track metrics
- Improve performance management systems and introduce data analytics programs to develop future leaders.
- Interview, supervise, and motivate staff members to achieve optimal productivity.
- Lead recruitment and development of strategic alliances to maximize utilization of existing talent and capabilities.

SENIOR MARKET RESEARCH PERFORMANCE REPORTING AND DATORAMA MANAGER | PEARSON | JULY 2022 - JUNE 2023

- Built and managed the implementation and ongoing maintenance of Datorama platform.
- Performed training to existing team members on data platform applications.
- Optimized/managed/maintained data warehouse(EDW) and existing platform systems.
- Collaborated with Enterprise/EDW/Salesforce delivery teams, marketing, recruitment, leadership, media, and finance to adjust inquiry, spend, application, and student goals.
- Responsible for creating spend budgets based on partner and leadership investment expectations, adjusting targets based on trend analyses, and providing oversight of our performance to those goals.
- Optimized social media platforms for effective decision making across stakeholders.
- Co-ownership of budgets associated with each program and partner and at each stage of the learner engagement pipeline.
- Performance reporting to the Enterprise delivery team, account management, Senior Manager - Performance Reporting, and VP of Acquisition.
- Consolidated, managed, and provided oversight of combined efforts of each media channel from pre-inquiry stages through to start.

DIRECTOR OF ACADEMICS, DATA ANALYTICS | FULLSTACK | JUNE 2021 – FEBRUARY 2022

- Managed and elevated a best-in-class immersive data analytics education program for smart, ambitious students from all walks of life.
- Recruited, onboarded entire data analytics instructional and administrative teams.
- Built a collaborative, positive, team environment offering innovation, empowerment, and support. Responsible for driving departmental culture, promoting data-driven decision making, marketing, and investment planning.
- Evaluated company documentation to verify alignment with regulatory requirements.
- Formed strategic partnerships and connected with potential clients to drive business development.
- Delivered experience to students that is superlative, creates ambassadors, and elicits exceptional reviews and buzz.
- Proven ability to create change across organizations, working with IT teams to define architectures.
- Lead teams through data story using analytics data strategy – developing and driving analytics data strategy, including data captures, data enhancements, data cleansing, and data models.
- Spearheaded innovative approaches to resource allocation and strategic planning.
- Worked closely with organizational leadership and board of directors to guide operational strategy.
- Experience leading teams developing big data analytics platforms and solutions.
- Collaborated with management and fellow supervisors to organize operations and achieve demanding • schedule targets.
- Analyzed business needs while soliciting customer feedback for process improvements.
- Oversaw operations and provided corrective feedback to achieve daily and long-term goals.

SUBJECT MATTER EXPERT | MCKEE THEORY INC POWERED BY FULLSTACK | JANUARY 2021 – JUNE 2021

- Created data analytics program from ground up.
- Developed and supported analytical technologies to give partner solid, program content.
- Developed program framework for both part-time and full-time programs.
- Developed content curriculum for Excel, Presentations, SQL, Python, Tableau, and AWS · Recorded lesson video replays and student facing resources.
- Designed and prepared instructional materials, resources, lesson plans, and training.
- Facilitated product development with implementation of standard best practices.
- Created recruiting and onboarding documents for instructional team talent acquisition.
- Communicated and collaborated across departments to identify and prioritize developmental concepts.
- Assembled, installed and tested new equipment and trained users in effective operation.
- Effectively implemented best training practices and adult learning principles in planning and creation of instructional materials.
- Worked closely with instructors to prepare online materials, content, and tools to facilitate training globally.
- Performed technical interviews and evaluated live demo lessons, while offering feedback on ideal candidates while building instructional teams for upcoming cohorts.

DATA ANALYTICS EDUCATOR | THINKFUL | FEBRUARY 2020 – JANUARY 2021

- Supported students by acting as advisor, counselor, and support system as completed courses and land their first industry job.
- Meet with students 1-on-1 in online video sessions to provide technical and professional support as students progressed through the curriculum.
- Built and utilized reporting systems to keep customers and management in loop with latest information.
- Conducted 1-on-1 mock interviews and assessments via video calls and provide written feedback to students based on assessment rubrics.
- Hosted online video sessions on topics of expertise (in alignment with curriculum offerings) for groups of students seeking live support between mentor sessions.
- Provided in-demand support to technical questions and guidance requests that come to the Technical Coaching team through text and video in a timely manner.
- Partnered with project team members to identify and quickly address problems.
- Identified innovative and automated approaches to routine tasks, making suggestions that were widely received.
- Collaborated with project owners and team members to set ambitious but achievable goals
- Planned and arranged meetings with external organizations and individuals, enabling parties to meet and discuss project progress.
- Developed content curriculum for Excel, Presentations, SQL, Python, Tableau, and AWS · Recorded lesson video replays and student facing resources.
- Designed and prepared instructional materials, resources, lesson plans, and training.

Education:

POST MASTERS CERTIFICATION | 2017 | CAPELLA UNIVERSITY | Leadership in Higher Education

MASTERS OF SCIENCE | 2014 | CAPELLA UNIVERSITY | Evaluation, Research, and Measurement

BACHELOR OF ARTS | 2006 | NORTHERN ILLINOIS UNIVERSITY | Psychology