

# Shannon Graney

## Contact Me

📍 **Richmond, VA**

✉ **Email**

📞 **703-314-0232**

🌐 **LinkedIn**

🌐 **Website**

## Key Skills

User Research

Competitive Analysis

User Personas

User Flows

Wireframing

Prototyping

User Testing

Visual Design

Branding

Email Marketing

Social Media

## Tools

Figma

Adobe XD

Sketch

InVision

Miro

Shippo

Shopify

Klayvio

MailChimp



UI/UX Designer with a strong background in Email Marketing, Social Media Management, and eCommerce solutions in the health, wellness and natural foods industries. With strong communication skills and creative design solutions, I am passionate about creating friendly, functional designs that are both user-focused and accessible.

## EDUCATION

### CareerFoundry

User Interface Design Certificate, June 2022

### George Mason University

B.A. Global Affairs, December 2016

Concentration in Global Inequalities and Responses

## RELEVANT EXPERIENCE

### Email Marketing Manager

Burk & Associates, Inc., January 2018 - Present

- Responsible for communication with 20+ scientific professional societies with thousands of members through database services and email marketing platforms.
- Implemented a contact management system to decrease bounce-back rates on campaigns.
- Works collaboratively with communications team to optimize email campaign performance and increase conversion rates through timing, personalization, and content curation.
- Promptly responds to time-sensitive deadlines and distribution of information to clients.
- Creates surveys and analyzes qualitative data from survey responses to shape and plan a marketing strategy unique to each organization.

### Logistics Coordinator

Gratisfied, October 2021 - Present

- Oversees all aspects of supply chain management from ingredient sourcing to shipping logistics and order fulfillment.
- Revamped order fulfillment system through Shippo to reduce the average order fulfillment time to less than 24 hours and lower shipping costs.
- Assists with planning and creating authentic, engaging social media and newsletter content.
- Creates website pop up graphics and landing pages aimed at generating online sales.
- Works collaboratively with the Sales & Marketing Manager to manage promotions, events, and the influencer affiliate program.

### Social Media Manager & Lead Product Buyer

For Goodness Sake Natural Foods, August 2015 - March 2019

- Created and scheduled eye-catching and engaging marketing content for the store's multiple social media platforms and weekly newsletter.
- Planned and promoted educational and promotional events for our customer base and the surrounding community, such as: cooking demonstrations, nutritional counseling Q&A sessions, and lectures.
- Worked with product distributors, farmers, and vendors to place cost effective orders of high quality, locally and ethically-sourced products.