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Digital Communications Expert

Summary

Acquire a demanding director level position in digital marketing that allows me to utilize and integrate all the skills that I have acquired in online marketing, event planning, media relations and business development to help take an organization to the next level of success using new innovative techniques.

Skills

Digital Marketing

- SEO Specialist
- PPC Executive/Specialist
- Social Media Expert/Speaker/Thought Leader
- Email Marketing
- Mobile Marketing
- Analytics
- Content Management/Marketing
- Marketing Automation
- UX Design

Work experience

2014-11 - Present

Founder/executive Director

Youth Campaigns

Youth Campaigns is a San Diego based 501(c)(3) non-profit organization that creates programs for low income, minority and dis-advantage youth, that introduces life skills and training to ultimately help improve their quality of life.

- Responsible for creating, managing, directing and marketing 3 programs focused on professional online marketing training for dis-advantaged teens.
- Oversee operation on day-to-day basis coordinating fund-raising, developing and implementing new programs and joint ventures for future projects.

2015-06 - 2016-12

Director of Communications

City of San Diego

As Communications Director to Council President Myrtle Cole who represents District 4 in the City of San Diego, I managed every aspect of communications. Also considered the Official spokesperson for Council President Myrtle Cole, I managed all aspects of Communications for an elected official including media relations, speech writing, electronic newsletter and news releases, coordinating community events and digital marketing strategy and analytics.

2000-05 - Present

Founder/social Media Strategist/data Analyst

My Social Media Monster

- Guided all business development efforts for MSMM and clients, including brand creation, online

marketing strategy and implementation.

- Responsible for the development and documentation of social media strategy for all clients.
- Consistently managing teams of contractors to complete small to large scale projects.
- Regular utilization of analytics tools to monitor and increase online success for businesses.
- Expanded the MSMM brand through the daily management of social media channels
- Created and taught a social media training series to help business owners understand social media.
- Secured \$70,000 in new business through B2B sales.
- Coached and mentored 2 sales professionals in new business acquisitions.

2012-02 - 2012-09

Director of Marketing

Universal Surveillance Systems

- Responsible for sales, database marketing, creative, market strategy, international marketing, print production, letter shop and scheduling.
- Manager of 5 professional employees and a budget of \$3,000,000+ annually.
- Adviser to management regarding accounting processes, findings, and financial performance.

2009-12 - 2010-07

Director of Media

Battiata Real Estate Group

- Created and planned company websites with usability standards, customer conversions and brand expansion in mind.
- Optimized company websites to obtain high ranks in major search engines.
- Analyzed and managed SEO campaigns using analytics tools.
- Expanded the company brand through the creation and management of social media accounts.
- Managed PPC campaigns including Yahoo, Google and Bing.
- Presented, implemented and trained staff on the use of a new project management system.
- Coordinated assets for company Web sites and for channel and publishing partners.
- Assisted in preparing press and PR materials, including assets, mailings, press coverage reports, compiling review quotes.
- Compiled data for marketing campaign performance reports, competitive analysis and market research.

Education

1994 - 1998

B.A

University of California at Fresno

2000 - 2002

Multi Media Certificate

The Advertising Arts College