

Leah Shoats

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PROFESSIONAL SUMMARY

The primary objective is to obtain a global senior marketing communications role to execute long-term strategic planning and increasing revenue by implementing effective marketing and communication campaigns. Successful in launching products, building brand awareness and reaching targeted audiences through impactful marketing initiatives and strategic communications. Highly effective in crisis management, media relations, media planning/buying, content development, social media execution (including PPC) and carrying out marketing and advertising strategies.

EDUCATION

NOVA SOUTHEASTERN UNIVERSITY

Masters in Business Administration with Marketing Specialization, GPA 3.9

Graduated 2009

Bachelors of Science in Business Administration with a minor in Marketing, GPA 3.87

Graduated 2005

EXPERIENCE

JACOBS ENGINEERING GROUP

Dallas, Texas

Global Communications Manager

2017-Present

- Implementing planned and reactive marketing communications tactics and initiatives to help streamline the messages of the company, Americas region and global Built Environment market to both internal and external audiences.
- Creating the global marketing/communication strategy for the Built Environment market through targeted thought leadership campaigns, which included events, interviews, speeches/speaking prospects, recruitment efforts, PR opportunities and earned media opportunities.
- Updating the B&I line of business intranet page so employees are receiving updated and relevant information to run their business/regions.
- Works directly with leadership and executives within the line of business for any and all their communication needs.
- Providing support for activities relating to internal and external marketing communications for the B&I LOB, ensuring support and alignment within the business strategy and priorities and, within the guidelines of Company policies and procedures.
- Aggressively pitching to architecture, interiors and infrastructure publications and community to publicize the company's significant work, expertise and thought leadership in the industry.
- Identifying appropriate communication platforms in order to increase the company brand, executive leadership, expertise and position Jacobs for more awards submissions.
- Aggressively pitching local media outlets and trade publications to increase thought leadership visibility and the Built Environment footprint.
- Reinforce and maintain branding guidelines within the Built Environment global footprint.
- Provide branding support and advice to ensure that the Region's activities are consistent and within the bounds of the company's designated style.
- Lead on all local and regional crisis and reputation management inquiries and media relation concerns.
- Rolling out all marketing and communications initiatives, such as region-specific content for: jacobs.com, Annual Report, Sustainability Report, company video, corporate presentations, spaces on the global intranet other needs.

STREAM

Dallas, Texas

Senior Marketing Communications Manager

2016-2017

- Developed, implemented and launched public relations campaigns tied to savvy inbound marketing campaigns, creating an opportunity to build wireless brand loyalists.
- Managed, hired and built a marketing communications department, focusing on outbound communications, design, social media and digital efforts.
- Created an extensive social media strategy to ensure Stream's brand and services: energy, wireless and home protection products dramatically increased by using targeted ads and a consistent boosting cadence.
- Worked directly with leadership to strategize product positioning through detailed media relations campaigns, focusing on building credibility by leveraging loyal advocates and third-party testimonials.
- Created marketing and public relation strategies to push the wireless partnership with Sprint. Focused on capitalizing the data services, market expansion and how effective the broadband capabilities and mobile data services were for Stream wireless customers.
- Leveraged phones, service plans and accessories through appealing bundles and successfully drove revenue through cross promotional marketing campaigns.
- Built and implemented all SOPs for the external vendors, including a digital master calendar, crisis communication strategy, social media campaign calendar and web banner schedule including all UTM tracking links.

- Created a 2017 master marketing calendar holistically showing all product lines (specifically mobile) campaign cycles, seasonality and overlap.
- Created comprehensive marketing strategies around all new product launches, including change management strategies to ensure leadership had all resources and analytics to make any future decisions.
- Built the Stream persona, tone and voice for all re-branding efforts, including the sole corporate representative working on the brand with the agency.
- Created a contingency communication plan to ensure that minor and extensive media relations scenarios were strategically mapped out and linked to the appropriate channels with approved copy for swift execution.
- Built a detailed six-month PR calendar, mapping out all outbound initiatives to create a positive buzz on corporate “wins”, promoting C-level as industry experts, maximizing non-profit awareness and showcasing business expansion.
- Identified, built, and managed Web-based channels to optimize communications and branding through heavy social media strategy.
- Mapped out future digital and traditional advertising opportunities for Stream when marketing efforts shift from B2B to B2C.

VIZIENT

Irving, Texas

Marketing Communications Manager (Contract)

2016

- Managed marketing functions and executes tactical plans to bring to life business unit marketing strategies and measuring campaign success for all supply chain initiatives.
- Developed all marketing campaign components and implementing promotional opportunities, and collaborating on digital marketing efforts.
- Created all B2B marketing communication plans and SOPs to provide complete support from tactical planning to execution for internal clients for public relations and social media.
- Developed marketing materials (including digital formats) and working with design and writing teams to create marketing materials to effectively represent the products, services, brands and/or organization to customers and prospects.
- Created effective value messages, using appropriate communication channels for B2B customers that compel lead and demand gen action.
- Developed promotional lifecycle and defines measurable outcomes for each marketing campaign.

WORLDVENTURES

Plano, Texas

Global Senior Marketing Communications Manager

2014 – 2016

- Senior-level marketing manager and agency leader with 25 direct reports, who oversaw five departments, including all copywriters, editors, email deployment specialists, social media group and the translations team.
- Created and executed measurable, multi-channel marketing communications strategies and mobile campaigns to support global audiences aligning to brand and strategic initiatives.
- Developed and implemented new communication, PR and product launch strategies to leverage market segments in NA, EMEA and APAC based on performance metrics.
- Built and managed project timelines and calendars for all media strategies and delivers on all global business objectives.
- Pursued, identified, led and oversaw development of all marketing communications within the 29 global markets that strategically aligned with each market objective.
- Successfully developed targeted communication, potential crisis/reputation management concerns, social media, digital and marketing strategies for each country launch, market refresh, remediation, product launches and re-branding initiatives.
- Sourced and managed any external agency that directly impact and global marketing communications initiatives to ensure all projects are aligned on tone, voice and brand.
- Created an extensive campaign and promotions around the NASCAR partnership successfully driving in new members and revenue.
- Wrote and edited compelling, concise copy for marketing collateral, social media, emails and Web content articles for a variety of marketing initiatives, including internal/external newsletters, SEO, websites and social media.
- Managed all video shoots with executives, writes/edits and provides creative direction for footage, along with media placement.
- Managed and led the team responsible for a revenue generating 46-page, bi-monthly magazine with a subscription base of 250,000+.
- Reviewed sales reports to determine what advertising/marketing/social campaigns/and email communications were effective or failures.
- Implemented all A/B testing when launching any digital, mobile, email and social media campaigns.
- Focused on trends to create innovative, data-driven marketing materials that can drive sales in all global markets through print, social media, public relations and email marketing.
- Managed and created all social media and marketing communications strategies, SOPs and plans for 42 events year around.
- Built a global communication and social media strategy to elevate the new travel mobile app for Android and IOS.

FIS GLOBAL

Senior Corporate Communications Analyst

Orlando, Florida

2013 – 2014

- Executed the development, production, and implementation of targeted digital marketing and communication campaigns for internal and external clients to domestic and global audiences.
- Created communications and marketing materials for more than 300 B2B brands worldwide and for external clientele.
- Developed copy for client-facing and internal communications, digital content, social media materials to support corporate brand, video scripting, critical issues, articles, speeches, slide presentation scripts, marketing brochures, documentation, newsletters, personnel policies/procedures, personnel/management manual updates) as necessary.
- Met with internal and external clients requesting the print and digital publications to gather information (e.g., purpose/message of materials, method of communications, and tone/image of materials) and make recommendations on the organization, style, etc. of the materials.
- Managed and created all outbound communication, press releases, brand and marketing strategies for various social media and digital platforms. Oversaw video production, editing, script creation for all levels of leadership and scheduled traffic time on all internal and external websites.

FIFTH THIRD BANK

Marketing Manger

Orlando, Florida

2010 – 2012

- Created strategic marketing tactics for fives lines of business, ensured all campaigns, public relations campaigns, media placement were on brand, aligned strategically and within budget.
- Developed the short and long-term marketing and media relations strategy for the Central Florida affiliate.
- Managed \$1.3 million annual marketing budget for mortgage, retail, commercial, private and business banking and ensured that media spend met corporate brand guidelines.
- Developed integrated media partnerships and marketing programs for each line of business and 58 financial centers that increased brand awareness and revenue generating opportunities for the sales arm.
- Managed all marketing projects and acted as media relations liaison between clients, creative team and external agencies ensuring project timelines were met and were cohesive to traditional and digital campaigns.
- Created online templates and launched internal and local Affiliate communication through the Intranet and various media outlets providing corporate and local information on a daily/ weekly basis.
- Executed digital strategies in niche markets as well as mass campaigns in growth markets resulting in effective and successful events by driving business to centers and building a wider customer base.
- Executed all online media buys, PPC, social media and partnered with outside agencies to monitor, analyze digital marketing campaigns using key performance indicators.
- Wrote for executive staff and organized internal and external media events, which gained more brand exposure in Central and North Florida communities.
- Created cross-promotional marketing and PR campaigns to leverage the bank's partnership with Orlando Magic, Dwight Howard promotions and the Daytona 500 series.
- Purchased and placed direct mail, on-line, radio, TV, billboards, digital and social media buys and other supplementary marketing programs for local and statewide initiatives pushing brand awareness and drove traffic to local branches.
- Designed in house collateral, media creative, event materials and special projects pieces that saved the organization \$55,000+ in design fees.

ABC- RADIO DISNEY

Account Executive

Orlando, Florida

2009 – 2010

- Created strategic marketing campaigns and promotions that exponentially improved client's overall brand exposure and resulted in higher revenues.
- Built strategic and compelling creative communications for a broad range of businesses and industries, focusing on geo-targeted demographics.
- Presented radio media schedule, handled negotiations, appearance packages, sales promotions and sponsorship opportunities to existing and new Radio Disney clients, along with insightful creative recaps for inspiration to execute future projects.
- Generated awareness for special events by effectively partnering with brand, sales, marketing, events, and leadership teams to recommend and produce relevant tactics while cultivating strong working relationships.

VS PUBLISHING

Marketing Manager

Orlando, Florida

2009

THE WALT DISNEY COMPANY

Sales Manager

Orlando, Florida

2007-2009