

Shannan L. O'Brien

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239-292-4426 (cell) ♦ shannan@att.net

SUMMARY

Outgoing, creative, energetic communicator with extensive experience in marketing/public relations. Major strengths include media relations, special event planning, web development and management, and organizational skills.

PROFESSIONAL EXPERIENCE

Harbourside Custom Homes

Marketing Director 4/05 – Present

Implement and coordinate all corporate and customer marketing communications programs. Create brochures, newsletters, articles, advertisements, press releases and website content to educate and persuade buyers. Purchase, schedule and maintain budgets for all media. Manage projects with various freelancers and agencies to ensure deadlines and quality standards are met. Plan and implement special events.

Lee Building Industry Association

Marketing Coordinator 2/02 – 4/05

Coordinate, write and edit monthly newspaper. Assist with planning and execution of membership meetings, golf tournaments and awards ceremonies. Manage advertising and production for all publications including a monthly newspaper, annual Parade of Homes magazines and annual Membership Directory. Develop and manage website content.

Waterman Broadcasting

News Producer 2/99 – 2/02

Coordinate team of reporters, anchors and production crew to produce a 30-minute nightly newscast. Generate daily story ideas. Write and edit copy. Manage breaking news coverage. Determine show content, story placement and graphic enhancements.

Assignment Desk Editor 8/98 – 2/99

EDUCATION

University of South Florida, Tampa, FL

Bachelor of Arts, Mass Communications, 1998

ASSOCIATIONS

Collier Building Industry Association Sales & Marketing Council 2006-2007

Collier Building Industry Association Sand Dollar Awards Committee 2006-2007

Jazz on the Green Committee 2003

Florida Public Relations Association (FPRA) 2002 - 2005

REFERENCES

Jerry Colton, C.E.O., Harbourside Custom Homes (239-410-8608)

Michael Reitman, Executive Vice President, Lee BIA (239-936-5525)

Jessica Schneider, Director of Marketing, Robb & Stucky (239-659-7459)

Jennifer Lynch, Events Director, HBA of Greater Toledo (419-473-2507)

Additional references available upon request