

Profile

Entrepreneurial, creative, and highly qualified senior marketing and graphic design professional (Global Marketing MBA, Adobe Creative Suite, Multiple Web Platforms) with broad and deep experience in strategic brand development and design for wide variety of clients (retail and consumer: home décor, healthcare, education, technology, culture and entertainment, hospitality). One-stop for marketing strategy through brand articulation to finished graphic design and production. Experienced team manager or team player.

Experience

Berkshire Hathaway HomeServices Commonwealth Real Estate, Director of Marketing, July 2019 - June 2020

Directed marketing initiatives and provided design services for this 26-office, nearly 700-agent real estate franchise. Aligned franchise communications with Berkshire Hathaway HomeServices corporate "Forever Brand" positioning in print, online, in advertising, in corporate and consumer marketing. Improved adoption of extensive BHHS corporate marketing resources within company and among independent agents. Provided marketing tools and services directly to agents with emphasis on top producers. Helped eliminate redundancies in marketing spending by consolidating services and taking various efforts in-house including the coordinated, timed migration of 4 company websites.

Francine Shannon Marketing Communications & Graphic Design, Owner, 2017-present

Strategic marketing and design services. Specializing in helping entrepreneurs, small businesses and organizations define and articulate their brands, name their products & services, develop creative strategies, and apply findings to materials to launch/re-launch or grow their businesses. Websites, logos, print and digital marketing materials including ads, banners, post cards, business cards & corporate collateral, social media posts, and more. www.francineshannon.com

Clients have included:

LeadvantEDGE (Corporate Leadership Training)

Concord Eye Center (Ophthalmology Practice)

The Polished Speaker (Business Coach)

FuelUp Boston (Personal Financial Planner)

Laura Braun Interiors (Interior Designer)

Cutler Bags (Golf Bags & Accessories)

Good Deeds (Concierge Service)

Sherborn Day Spa (Salon & Spa)

LaidBack (Wellness Retail Store)

Caskata, Inc., Director of Marketing, 2011-2017

Developed marketing, sales, and merchandising initiatives (online and off) for this rapidly growing design and manufacturing tableware and home products start-up.

Designed (2013) and Redesigned (2016) retail website adding retail selling capability to this previous wholesale-only manufacturer.

Managed email campaigns and Social Media (grew qualified leads/email list +2,520%; managed Facebook, Instagram, Pinterest accounts)

Managed Company PR and Garnered Editorial in Consumer & Trade Press including: Architectural Digest, Better Homes & Gardens, Coastal Living, Coastal Table, Cooking Light, Country Living, Maine Magazine, New England Home, O Magazine, Real Simple, Southern Lady, Traditional Home, Victoria Magazine, Gifts and Decorative Accessories, Giftware News, Gourmet Retailer, Home Furnishing News, Home Accents Today, Tableware Today, Tableware International

Founder and President, Fresh Cut Grass, Inc., Sherborn, MA • 2001-Present

Drove the design, development, and implementation of marketing/advertising and sales programs for major clients in a variety of industries. Supervised brand / strategic development, marketing research & planning, execution of ads, events/trade shows, promotions, media planning, etc. Recruited and managed talented team of specialists (media, graphic design, illustration, production, etc.) as needed to deliver full range of marketing and advertising services.

Clients:

Boston Interiors (Retail – Furniture)

Dover Rug (Retail – Home Furnishing)

Verb Exchange (Telecommunications)

B&V Testing (Technology)

Hegan Roessle (HR/Personnel Placement)

Envision EMI (Educational Travel)

Boston Ballet (Entertainment)

Founder & Editor-in-Chief, The CyberMom Dot Com Belmont, MA/Sherborn, MA

Founded, ran and ultimately sold internationally lauded web community for moms. Site was reviewed by hundreds of broadcast, print and online media (Washington Post, Newsweek (Japan), The Guardian (U.K.), Redbook, WHDH/NBC News, Boston Herald, WIRED magazine, etc.). Acquired by Families Plus, LLC (parent company of the Boston Parents' Paper). Conducted all staff and line functions for this early entry social networking site including writing, editing, graphic design, HTML coding, FTP, Scripting, staff recruiting & management, advertising sales, public relations, marketing.

Education

Thunderbird School of Global Management (formerly American Graduate School of International Management), Glendale, AZ - MBA, Global Marketing

Boston University, School of Education, Boston, MA - MA, Education/Teaching

Lafayette College, Easton, PA - BA, International Affairs

Skills

Strategic Marketing & Brand Development - 20+ Years Acct Management (New York, Boston) including years at helm of WFH Agency (Metro West Boston), Competitive audits, Target audience profiles, Positioning development/articulation, Research – surveys & focus groups, Superior communication and presentation skills, Exceptional writing skills, Web design & web marketing (including expertise in HTML coding), Trade Show / Event development, materials execution and booth manning, Production (budgeting, RFP, management of shoots, recordings, etc.).

Graphic Design - Websites, email campaigns, ad layout, corporate collateral, catalogs, brochures, print & web ads, promotional pieces, retouching. (Expert Photoshop, Illustrator, InDesign), production files

Writing - Marketing / Advertising (Marketing Strategies, Creative Briefs, Brand Documents, Positioning, Advertising campaigns, Sales Materials, Press Releases, Proposals, RFPs, Copy for print and web - sell copy, descriptive copy, instructional copy).

Editorial (advertorial for FCG clients - 7 years, "Women's Interest" articles for CyberMom – health, beauty, entertainment, cooking, book & movie reviews, sex/relationships advice polls and advice, gardening, etc. ; Mac Home Journal Column (1996-1998) humor/advice column as "The CyberMom" for family computing magazine

Editing / Proofreading

Software, Computing & Web - Adobe Creative Suite (Photoshop, Illustrator, InDesign, Acrobat), Microsoft Office (Word, Excel, Power Point), Google Analytics, FTP, HTML, HTML Email, Constant Contact, MailChimp, Benchmark Email platforms.

Portfolio & Capabilities

www.FrancineShannon.com