

SHANNON LEEDY

MARKETING DIRECTOR
PUBLIC RELATIONS & COMMUNICATIONS MANAGER

SUMMARY

- Ambitious Marketing Director with over 23 years of experience leveraging expertise and interpersonal skills to generate revenue and growth goals through prospecting, customer relations and marketing strategies
- Proven success using omni-channel marketing strategies, while employing strong communication skills and an aptitude for facilitating positive client relationships to increase practice growth year over year
- Highly motivated, persuasive professional, adept at managing time to prioritize tasks to maximize productivity, marketing opportunities, and strategizing plans for process improvement

CONTACT

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shannon-leedy-
marketing-design

SPECIALTIES

- Graphic Design
- Marketing Strategy
- Event Planning
- Social Media Marketing
- Digital Marketing Strategy
- Campaign Development
- Content Creation
- Budget Planning
- Client Relations
- SEO

EDUCATION

BACHELOR OF SCIENCE
IN COMMUNICATION
STUDIES

Liberty University

OTHER

- Owner/ Early Mae Creative

Digital Portfolio:
www.shannonleedy.com

PROFESSIONAL EXPERIENCE

MARKETING DIRECTOR/PRACTICE LIAISON

Piedmont Eye Center | *December 2012- Present*

- Manage omni-channel marketing campaigns for Central Virginia's largest ophthalmology practice servicing over 70,000 patients with seven doctors and five specialties
- Create and oversee a complex, comprehensive, and highly creative marketing assets portfolio, while maintaining high brand standards
- Lead annual budget planning and marketing strategy presentations to a seven doctor board of directors
- Established a professional reputation and maintain a proven track record amongst clients and staff while leading relevant client and staff training
- Independently scheduled monthly marketing plans and strategy based on the constant changing organizational needs
- Manage SEO strategy and website content to improve search rankings, increase organic traffic, and enhance user experience across digital platforms
- Build professional relationships and tough contract negotiation reputation with media groups of all levels, to drive competitive pricing, and to maximize our marketing budget year after year

OWNER | MARKETING AGENCY

Early Mae Creative | *January 2014 – present*

- Leverage expertise and practical knowledge of marketing products, market trends, competitors, and the ever changing digital algorithms to assist local companies grow market share
- Built professional relationships with clients of all levels to assist in achieving market goals to maximize sales revenue year after year
- Strategize with small businesses for marketing placement with the highest returns to keep within their budgets
- Assist companies with logo and brand development to create uniformity in marketing and promotional campaigns

REFRACTIVE MARKETING COORDINATOR/SURGERY SCHEDULER

Piedmont Eye Center | *February 2003 – December 2012*

- Scheduled refractive surgeries and served as a liaison between patient and surgeon throughout the entire surgical process
- Coordinate media placement with media outlets for the refractive department
- Design and coordinate the production of creative content for advertisements, brochures, surgical booklets and stationary
- Built a professional reputation and proven track record with continual increase in patient volume and practice growth