

Shannon O'Neil

📞 904.377.2643 | ✉️ soneil084@gmail.com | [LinkedIn](#)

Strategic Marketing Executive with 17+ years of experience leading business growth and cross-functional marketing teams across multiple industries. Expertise in developing integrated marketing strategies, optimizing operations, leading remote teams, and engaging global stakeholders.

EXPERIENCE

AUTOMATION INTELLIGENCE | Denver, Colorado

Vice President, Strategic Development (November 2023 – October 2024)

- » Created and executed a strategic business development roadmap by conducting in-depth market research, identifying high-potential opportunities, and driving impactful digital advertising and LinkedIn campaigns to connect with key decision-makers in retail, automotive, and CPG industries.
- » Accelerated client acquisition through targeted digital campaigns and an integrated content strategy that fostered deeper engagement and built long-lasting relationships with prospective clients.
- » Improved internal workflows, increasing operational efficiency and employee engagement.

THE HASKELL COMPANY | Jacksonville, Florida - Denver, Colorado

Director of Marketing (October 2017 - October 2023)

- » Led the Consumer & Packaged Goods marketing team to grow sales from \$403M in 2017 to a company \$1B in sales by 2021 by utilizing strategic advertising and client outreach.
- » Increased effectiveness of marketing and business development team with key research tools including a criteria-based matrix used to identify targets with the highest potential.
- » Enhanced client relationships through engaging events, booths, and conference activity at Pack Expo, Process Expo, and many other key industry shows.
- » Planned and managed multiple marketing budgets across 14 different business units.
- » Recruited, hired, trained and managed a remote team of 12 in three different countries.
- » Achieved Gallup engagement scores for marketing team in the top 10th percentile (4.5+) three years in a row, indicating high levels of job satisfaction among team members.

DAYTONA STATE COLLEGE | Daytona Beach, Florida

Sports Marketing Manager (March 2017 - October 2017)

- » Increased athletics revenue through digital advertising, sponsorships, and media engagement.
- » Developed short- and long-term marketing strategies while adapting to evolving market trends.
- » Managed a team of four to execute integrated campaigns supporting ticket sales growth.

ST. AUGUSTINE LIGHTHOUSE & MARITIME MUSEUM | St. Augustine, Florida

Director of Public Relations (July 2013 - March 2017)

- » Drove revenue growth through strategic media campaigns and innovative donor communications.
- » Conducted market research to inform segmentation strategies and maximize fundraising efforts.

DUOLIT CONSULTING, LLC | St. Augustine, Florida

Co-Founder (September 2010 - July 2013)

- » Guided global clients in product positioning and digital marketing to drive audience engagement.

OLD CITY WEB SERVICES | St. Augustine, Florida

Marketing Coordinator (June 2009 - September 2012)

FLORIDA STATE UNIVERSITY SPORTS INFORMATION | Tallahassee, Florida

Graduate Assistant (April 2007 - July 2008)

LIFETOUCH CHURCH DIRECTORIES & PORTRAITS | Tallahassee, Florida

Graphic Designer (September 2004 - July 2007)

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KEY SKILLS & CAPABILITIES

- » Integrated Digital Marketing & Media Strategy
- » Market Research, Segmentation & Sales Enablement
- » Cross-Functional Team Leadership & Remote Team Management
- » Content Strategy: Video, Social Media, & Web Development
- » Go-to-Market Planning & Execution

SOFTWARE COMPETENCIES

- » LinkedIn Sales Navigator
- » Sales Force
- » Microsoft Dynamics
- » Microsoft Office
- » Adobe Creative Suite

VOLUNTEER WORK

Allegiance Ranch & Equine Rescue
Board of Directors May 2024 - Present

EDUCATION

Master's of Sports Administration
Florida State University, 2008

Bachelor's of Public Relations
Florida State University, 2007