

SHANNON O'NEIL

904.377.2643 | shannon@shannononeil.net
[LinkedIn](#) | [shannononeil.net/resume](#)



STRATEGIC MARKETING EXECUTIVE

WITH 17+ YEARS OF EXPERIENCE driving business growth and leading cross-functional teams across diverse industries. A proven leader in brand marketing, B2B marketing, digital marketing, as well as communications and public relations.

PROFESSIONAL EXPERIENCE

Vice President, Strategic Development

AUTOMATION INTELLIGENCE | DENVER, CO | NOV. 2023 – OCT. 2024

Overview: Created and executed a strategic business development roadmap to sell consulting services and a SaaS product, identifying high-potential opportunities through market research and driving integrated campaigns to engage key decision-makers in retail, automotive, and CPG industries.

- » Built the brand from the ground up, designing a professional logo, launching a responsive website, and establishing a cohesive presence across social media platforms.
- » Authored all website content, creating engaging, SEO-optimized copy that effectively communicated the company's value proposition and services.
- » Produced original video content for the website and YouTube channel, including scripting, filming, editing, and post-production.
- » Led business development efforts by identifying high-value target markets through comprehensive research and analytics.
- » Designed and implemented lead-generation landing pages, leveraging A/B testing and optimization strategies to improve conversion rates.
- » Developed tailored messaging strategies for key audience segments, ensuring alignment with customer needs and pain points.
- » Authored the company's employee handbook, establishing HR standards, policies, and procedures to promote a positive and compliant workplace culture.
- » Collaborated with company leadership to implement career development paths, training programs, and resources for the engineering team, fostering professional growth and improving retention.
- » Co-managed the engineering team to ensure alignment with company goals, providing ongoing support, feedback, and mentorship.
- » Laid off due to company financial challenges; have received positive recommendations from company owners to attest to performance and impact.

Director of Marketing

HASKELL | JACKSONVILLE, FL - DENVER, CO | OCT. 2017 - OCT. 2023

Overview: Directed marketing strategy for a multinational architecture, engineering and construction firm. Played a key role in increasing Consumer & Packaged Goods revenue from \$403M in 2017 to \$1B in 2021 by leading impactful marketing initiatives. Managed strategic efforts across diverse industries, including CPG, Healthcare, Water, and Education, as well as regional operations in California, Texas, Georgia, and Florida.

- » Built and led a high-performing, remote marketing team of 12 across three countries, achieving top 10th percentile engagement scores for three consecutive years.

SOFTWARE COMPETENCIES

- » LinkedIn Sales Navigator
- » Sales Force
- » Microsoft Dynamics
- » Microsoft Office Suite
- » Adobe Creative Suite (InDesign, Photoshop, Illustrator, Premiere)

EDUCATION

» Master's of Sports Administration*

Florida State University, 2008

**The coursework for this degree was comparable to an MBA (finance, accounting, law, ethics, marketing, etc.) but with electives focused on some of the unique business challenges of the sport industry.*

» Bachelor's of Public Relations

Florida State University, 2007

CERTIFICATIONS & PROFESSIONAL DEVELOPMENT

University of Virginia, Darden School Foundation
(Completed Jan. 2025)

- » Customer Service in the Age of Generative AI
- » Advertising in the Age of Generative AI
- » Content Marketing Using Generative AI
- » Building Generative AI Capabilities

- » Spearheaded the development of competitive project pursuit strategies, including writing, designing, and delivering compelling proposals tailored to client needs and expectations.
- » Crafted high-impact presentations and provided coaching for project teams to excel in client interviews, contributing to a high win rate for key projects.
- » Conducted market research to identify and target opportunities, aligning pursuit strategies with business unit goals and market trends.
- » Designed and executed impactful events and trade show installations that enhanced brand visibility and client relationships at key industry shows such as Pack Expo and Process Expo.
- » Developed and implemented integrated digital marketing strategies for lead generation, including the creation of optimized landing pages, geofencing campaigns, retargeting initiatives, and digital advertising efforts on platforms such as Google, Bing, and LinkedIn to drive engagement and capture high-quality leads.

Sports Marketing Manager

DAYTONA STATE COLLEGE

DAYTONA BEACH, FL | MAR. 2017 - OCT. 2017

- » Increased athletics revenue through digital advertising, strategic sponsorships, and targeted media engagement.
- » Developed and implemented marketing strategies to adapt to market trends and drive ticket sales growth.

Director of Public Relations

ST. AUGUSTINE LIGHTHOUSE & MARITIME MUSEUM

ST. AUGUSTINE, FL | JULY 2013 - MAR. 2017

Overview: Managed all marketing and communications for the nonprofit museum, promoting it as both a premier tourist attraction and a cultural resource. Highlighted the organization's unique offerings, including underwater archaeology, public programs, and membership opportunities, to enhance visibility, increase engagement, and support its mission.

- » Developed and implemented marketing strategies that increased ticket sales, leveraging digital advertising, public relations, and targeted promotions.
- » Served on several committees for Visit Florida and the Florida Attractions Association, contributing to statewide tourism and attraction marketing initiatives.
- » Helped grow museum memberships and donations through tailored outreach campaigns and relationship-building with local and regional supporters.
- » Organized and executed membership and public events, enhancing community engagement and fostering donor retention.
- » Conducted market research to inform targeted segmentation strategies, maximizing fundraising impact and audience reach.

EARLY CAREER EXPERIENCE

- » **Co-Founder** DUOLIT CONSULTING, LLC
St. Augustine, FL | Sept. 2010 - July 2013
- » **Marketing Coordinator** OLD CITY WEB SERVICES
St. Augustine, FL | June 2009 - Sept. 2012
- » **Graduate Assistant** FLORIDA STATE UNIVERSITY
Tallahassee, FL | Apr. 2007 - July 2008
- » **Graphic Designer** LIFETOUCH
Tallahassee, FL | Sept. 2004 - July 2007

KEY SKILLS & CAPABILITIES

- » **Integrated Marketing Strategy Development:** Crafting cohesive, multi-channel marketing strategies that drive business growth and align with organizational goals.
- » **Digital and Social Media Marketing:** Leveraging online platforms to build brand awareness, engage audiences, and deliver measurable ROI.
- » **Project Pursuits:** Developing competitive RFP responses including proposal writing and design as well as presentation design and preparation.
- » **Data-Driven Campaign Optimization:** Using analytics and insights to refine marketing efforts, improve customer targeting, and achieve performance goals.
- » **Team Leadership & Collaboration:** Building and managing high-performing teams, fostering collaboration, and driving impactful results.

VOLUNTEER EXPERIENCE

ALLEGIANCE RANCH & EQUINE RESCUE

Board of Directors (May 2024 - Present)

- » Produced impactful video content to promote the organization's initiatives focused on preventing veteran and first responder suicides, raising awareness and support for its mission.
- » Leading efforts to increase fundraising through strategic campaigns, donor outreach, and sponsorship development.
- » Supporting event planning and execution, ensuring successful community engagement and fundraising outcomes.