

SHANNON J. B. WALLACE

COMMUNICATIONS, MARKETING, EVENTS



650.283. 4285



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linkedin.com/in/sjbwallace

PROFESSIONAL SUMMARY

Creative events/MarCom professional with more than 10 years of experience, acute attention to detail and proven experience strategically positioning organizations for success. Skilled at designing and implementing engagement and public outreach campaigns to increase exposure. Curator of custom events, working closely with vendors and external partners.

EDUCATION & AFFILIATIONS

BA, COMMUNICATIONS

St. Mary's College of California
Moraga, CA

Study in Rome, Italy: focus on Italian Media

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Public Relations Society of America

2011 – 2014

Spinsters of San Francisco

2012 – 2015; PR Committee Co-chair

Junior League of Palo Alto-Mid Peninsula

2016 – 2019; Special Events Committee

St. Francis Associates

benefitting St. Francis Memorial Hospital

2017; Host Committee

EXPERTISE

Event Planning & Management

Public & Media Relations

Cross Functional Teamwork

Brand Awareness

Strategic & Critical Thinking

Stakeholder & Project Management

Internal Communications

Vendor Management

B2B & B2C Communications

Smartsheet

WordPress

Salesforce

Marketo

Adobe Suite

Basic HTML

PROFESSIONAL EXPERIENCE

MARQETA, INC. – Oakland, CA | 8/2019 – 1/2020

SR. MANAGER, EVENTS & FIELD MARKETING

Defined the events strategy for driving audience, awareness, and pipeline goals.

- Oversaw the management of vendors through contract negotiation, food and beverage selection, A/V production, function space allocation, entertainment, security.
- Defined event messaging and strategy- specifically for, but not limited to, Money 20/20 in Las Vegas (11k attendees).
- Responsible for development of booth build for Money 20/20 and organized after party.

DRAWBRIDGE, INC. (acquired by LinkedIn 6/2019) – San Mateo, CA | 8/2017 – 6/2019

MARKETING COMMUNICATIONS MANAGER

Increased Drawbridge's brand awareness via public relations, B2B communications, marketing, events, Medium blog, and social media management. Organized all internal and external events.

- Executed integrated B2B communications strategy, product announcements, launch of new merchants/partners, and crisis PR plans.
- Built and implemented internal communications program.
- Developed and executed event marketing strategy: custom local/regional events, sponsorships, conference booths and speaking opportunities; launched company's first off-site sales kick-off, engineering summits, and Identity Summits (NYC + SF).
- Led company's award submission and tracking process; including being named to CNBC Disruptor 50 (2x), Fortune's 50 Companies Leading the AI Revolution, Inc 500 List of Fastest Growing Companies.
- Negotiated contracts with vendors and outside companies, saved 10% of budget.
- Project management: Worked with designer to check for accuracy, layout, message, and quality.

NOTRE DAME HIGH SCHOOL – Belmont, CA | 8/2014 – 6/2017

DIRECTOR OF COMMUNICATIONS & ALUMNAE RELATIONS | 6/2016 – 6/2017

Supervised webmaster and led Communication team. Gatekeeper for all publications and brand standards. Oversaw all printed materials, developed and published Alumnae Newsletter.

- Instrumental in the planning of annual auction and inaugural scholarship luncheon which raised \$76k.
- Increased alumnae giving via fundraising efforts 73% in 2 years.
- Led and managed website redesign and launch.
- Responsible for all internal communications, media relations, external facing communication, and social media.

ASSOCIATE DIRECTOR OF COMMUNICATIONS & ALUMNAE RELATIONS | 6/2015-6/2016

COMMUNICATIONS & MARKETING MANAGER | 8/2014-6/2015

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AWARDS PROFESSIONAL EXPERIENCE - CONT'D

2018 "TEAM G" AWARD

awarded to the Drawbridge employee who embraces success across team lines.

PROFESSIONAL DEVELOPMENT

MARKETO UNIVERSITY

Core Concepts, 2017

ADDITIONAL EXPERIENCE

SAM'S CHOWDER HOUSE,

Half Moon Bay

Special Events Manager
& PR/Marketing

FREELANCE EVENT PLANNING STRATFORD & PEARL

Owner, 2017-present
Weddings and private events

STUBHUB! – San Francisco, CA | 3/2012– 7/2014

PUBLICIST

Executed and measured strategic, integrated PR programs. Worked closely with global external PR agencies and internal communications (Yammer). Prepared executives for speaking engagements, managed media database, while aiding in development of social media campaigns.

- Served as spokesperson, developing and pitching data-driven non-paid media stories to national sports and entertainment markets: NY Times, WSJ, ESPN.
- Planned and executed VIP suite events at Staples Center and AT&T Park for media.
- Assisted Event Marketing in planning the official StubHub! pregame party for Super Bowl XLVII in New York (5k+ attendees), recognized as an "out-of-the box" thinker.

BROADWAYSF (formerly SHN Theatres) – San Francisco, CA | 10/2010 – 3/2012

PUBLIC RELATIONS COORDINATOR: Orpheum, Curran, & Golden Gate Theatre

Cultivated relations with influencers resulting in media placement. Facilitated opening night parties and talent interviews, acting as talent/VIP liaison. Managed virtual pressroom, created media alerts and press releases.

- Restructured monitoring services, aligning company with new tech to increase output.
- Launched the social media brand by executing an exclusive backstage event for bloggers.

IRISH DREAM FILMS, INC. – San Carlos, CA | 1/2009 – 10/2010

PUBLIC RELATIONS OFFICER & EXECUTIVE ASSISTANT TO PRESIDENT

Key player in building film production business and prepping feature film for market.

- Researched and executed all necessary permits for filming.
- Gathered 300+ attendees for fundraising events and screenings.