

# Shannon R. GaNun

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## EMPLOYMENT

### Director of Communications

2008–Present

The Ford Plantation, Richmond Hill, GA

- Developing and executing annual marketing plan, which identifies, defines, and proposes marketing opportunities for The Ford Plantation.
- Writing, editing, and producing weekly eblasts, members' only web site, newsletters, brochures, calendars, and posters.
- Managing public and private web sites and all social media with updates, changes, and reports.
- Managing media relations, including developing media relationships; drafting and distributing news releases; garnering stories in media outlets, including web and print; and maintaining a portfolio of Ford Plantation media stories.
- Leading the team on many and varied additional projects as designated by the Board and GM.

### Marketing/Communication Consultant

1997–Present

Worldwide

- Leading various teams in non-profits and small- and medium-sized businesses as the key communications person.
- Developing and implementing copyrighted, customized marketing/communication plans.
- Writing, editing, designing, and producing a variety of materials (advertisements, brochures, feature articles, letters, news releases, newsletters, pitch letters, press kits, reports, sales packets, and web sites) to promote clients' programs and overall business.

### Coordinator, Government Relations Communications

1995–1997

International Council of Shopping Centers, Alexandria, VA

- Leading the efforts of the government relations team to communicate effectively with members of the association, Congress, and the media.
- Writing and designing brochures, fact sheets, talking points, letters to the editor, and op-eds for distribution to ICSC members, Congress, state legislators, and the media.
- Creating and maintaining Government Relations portion of ICSCNET ([www.icsc.org](http://www.icsc.org)).

### Public Relations Account Executive

1994–1995

IntraVue Marketing Communications, Jacksonville, FL

- Planning and directing public relations campaigns designed to keep various publics informed of clients' products, accomplishments, and events.
- Securing media placement of stories on feature, talk, and special event shows on television and radio, as well as in all major newspaper and magazine outlets.
- Preparing and distributing news releases, media sheets, pitch letters, letters to the editor, photographs, and slides to media representatives and other persons interested in learning about or publicizing clients' activities or messages.

## Assistant Director, Federal Government Relations

1992–1994

American College of Cardiology, Bethesda, MD

- Monitoring federal legislative and regulatory activity affecting the delivery of cardiovascular specialty services.
- Writing articles for *Cardiology*, the ACC's monthly publication (circulation 23,500), and *Washington Update*, the Government Relations Department's monthly newsletter.
- Attending and reporting on hearings and markups on Capitol Hill and maintaining contact with appropriate Congressional and federal agency staff.

## Legislative Assistant

1989–1992

Congressman Charles J. Luken, Washington, DC

1991–92

Congressman Thomas A. Luken, Washington, DC

1989–91

- Researching and tracking legislation in order to advise and represent the Congressman on several issues.
- Briefing the Congressman on House floor votes and meetings with lobbyists and constituents.
- Writing speeches, press releases, constituent mail, newsletters, and statements for publication in the Congressional Record.

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## EDUCATION

### Armstrong State University

Master of Arts in Professional Communication and Leadership

### The George Washington University

Desktop Publishing Specialist Certificate

### University of Wisconsin-Madison, BA

Double Major: Journalism & Political Science; Honors: Dean's List, Graduation with Distinction

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## OTHER

- Fitness Instructor with the Following Certifications:
  - ACE-Certified Personal Trainer
  - AFAA-Certified Group Fitness Instructor
  - Box Mania
  - RRCA Run Coach
  - RYT 200
  - Schwinn Cycling Classic Instructor
  - TRX
  - YogaFit
- Chair, St. Anne St. Anne Catholic Church Annual Gala & Auction (2017–present)
- Marketing Chair, St. Vincent's Academy Tour of Homes & Tea (2014–2015)
- Member, Board of Directors, Richmond Hill Convention and Visitors Bureau (2012–present)
- Communications Chair, Faith in Action Capital Campaign, St. Anne Catholic Church (2011–2013)
- Girl Scout Leader (2005–2014)