

SHANNON MCKNIGHT

CONTACT

✉ shannonmcknight@gmail.com
☎ (470) 249-4723
🌐 www.shanlmck.com

EDUCATION

BACHELOR OF ARTS
Agnes Scott College

SKILLS

DIGITAL: Google Ads, Search Engine Optimization, Email Marketing

CREATIVE: Adobe Suite (Photoshop, Illustrator)

ANALYSIS: Tableau, Kochava, Branch, Datorama

BUSINESS EFFICIENCY: FileMaker Pro, G Suite, Monday, Basecamp, Trello, SharePoint, JIRA, Workfront

RELATIONSHIP BUILDING: Agnes Scott College Career Mentor, SheRunsIt mentee, SiriusXM Mentor, (fmr) WarnerMedia Reverse Mentorship Chair

AWARDS

CONTENT: ProMax Nominee: Carl's Rant + Deadpool 2 (2019), Clio Award Silver Winner: Robot Chicken + Jurassic World Fallen Kingdom (2018)

DIGITAL: Webby Winner: Adult Swim Singles (2019, 2018)

CORE QUALIFICATIONS

Project Management, Agency and Client Relations, Copywriting, Brand Collaborations, Music Licensing, People Leadership, Marketing Planning, Team Building, Experiential Activations, Customer Service, Project Execution, Concept Development, Music Curation, Graphic Design, Media Planning, Photography, Content Strategy, Digital Marketing, SEO, ASO, Budget Management

A marketing and program management expert with 20 years of experience in partnerships and B2B + B2C marketing with emphasis on strategy and execution for content, integrated, platform, and growth partnerships.

RELEVANT EXPERIENCE

DIRECTOR, PARTNER MARKETING + GROWTH

SiriusXM + Pandora | September 2021 - Present

Growth and marketing lead for top-tier integrated and marketing partners focused on product marketing, growth strategy, and relationship management.

- Strategize and execute marketing and growth partnerships to drive new users, engagement, and listenership for the SiriusXM and Pandora apps.
- Lead cross-functional teams serving partners like Amazon, Apple, Google, and other consumer electronic brands to implement amplification tactics alongside internal stakeholders from Business Development, Brand Marketing, CRM, Content Licensing, Legal, Product, Engineering, Curation, and more.
- Spearhead first-to-market product and content partnerships, including Audible on SiriusXM, Hilton In-Room Entertainment with SiriusXM, and others.
- Coordinate editorial support on partner platforms like Apple App Store, Google Play Store, and more for SiriusXM and Pandora content priorities across podcasts, talk, news, music, and sports.

MANAGER, ADULT SWIM MUSIC + BRAND PARTNERSHIPS

fka WarnerMedia [Warner Bros Discovery] | September 2010 - September 2021

Managed brand collaborations - from advertising to music label and artist partnerships - activating campaigns with TV, digital, social, event, and press-related elements.

- Production, curation, and marketing lead for Adult Swim's music initiatives and label collaborations, resulting in 19 album releases and mixtapes since 2012.
- Music supervisor for special projects developing content focused on diverse musicians and animators to be served on Adult Swim's TV and social media channels.
- Work with the brand, artists, and labels to develop PR, TV, digital, and social campaigns around album or single releases.
- Ensure consistency, timely delivery, and high-quality creative deliverables from concept sell-in through project implementation and post mortem.
- Create brand campaigns and proposals in consideration of a collaborator's objectives, creative briefs, and KPIs as well as the Adult Swim's brand position, voice, and production capabilities, averaging 40 proactive pitches and RFP responses per year.
- Develop, pitch, and execute experiential partnerships across major cultural events (ex. Coachella, San Diego Comic-Con, New York Comic Con, etc.) and one-off pop ups resulting in 15 event collaborations with clients.

COMMUNITY RELATIONS ASSOCIATE

PADV | August 2008-September 2010

Developed and implemented marketing campaigns for a local nonprofit to highlight programs, services, and fundraising events.

- Created print and digital promotional materials for fundraisers and events.
- Events team lead in targeting business professionals, community advocates, corporate philanthropy groups, and high-profile donors for special events, bringing in millions of dollars in support of the Organization's efforts.
- Drafted and designed Web content, email marketing campaigns, and social media marketing strategies.
- Established and created content for the Organization's Facebook, Twitter, and blog pages, making it one of the first local organizations with a social media presence.
- Developed Organization's toolkit of presentations and marketing collateral creating five unique toolkits based on target demographics and audience.