



SHAUNDA WICKHAM

Experienced Marketing & Communications Professional

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SUMMARY

Strategic and results-driven marketing and communications professional. Expertise in digital marketing, social media strategy, content creation, branding, and project management. Adept at driving engagement and delivering measurable results through innovative marketing strategies.

KEY COMPETENCIES

- Content Creation
- Graphic Design
- Email Marketing
- Web Design
- Speech Writing
- Social Media Management
- Photography & Videography
- Branding Strategy & Design
- Public Relations

CORE SKILLS

- **DIGITAL DESIGN & EDITING**
Adobe Creative Suite, Canva, PicMonkey
- **SOCIAL MEDIA MANAGEMENT**
Facebook (organic & paid), Instagram, LinkedIn, X, Hootsuite
- **EMAIL MARKETING & ANALYTICS**
Constant Contact, Mailchimp, CRM
Google Analytics, SEO, PPC, AdWords
- **WEB DEVELOPMENT & UX DESIGN**
WordPress, HTML, CSS, Bootstrap

WORK EXPERIENCE

2023
2025

COMMUNICATIONS DIRECTOR

Country Club at Castle Pines | Castle Pines, CO

Oversaw all internal and external communications, strengthening the club's brand through strategic marketing initiatives. Led content creation across multiple platforms, enhancing member engagement and event promotion.

- Launched the club's first-ever monthly publication alongside three annual editions.
- Developed promotional materials, email campaigns, and managed website content.
- Introduced video marketing, including event coverage, promos, and GM updates.
- Created a dedicated website for Platinum Clubs of America entry, helping the club move from #84 to #80 in national rankings.
- Increased Instagram followers by 36.8% and post engagement by 58.6%.
- Achieved a consistent email open rate of 78-89%.

2019
2023

COMMUNICATIONS DIRECTOR

Boulder Country Club | Boulder, CO

Led all communication initiatives, driving strategic marketing and member engagement efforts. Managed the club's branding, digital presence, and marketing efficiency while fostering an innovative approach to communication and promotion.

- Oversaw monthly and annual publications, promotional materials, email campaigns, and website management.
- Collaborated with leadership to boost member engagement through event promotion, photography, and videography.
- Directed a rebranding initiative, modernizing the club's image with new branding standards, a redesigned website, and a refreshed mission statement.
- Reduced marketing budget by 36% through a digital strategy that minimized reliance on print materials.
- Increased Facebook engagement by 402% and grew Instagram followers from 0 to 671 in nine months.
- Achieved a 76% email open rate through targeted campaigns and engaging content.

EDUCATION

2015

M.A. DIGITAL JOURNALISM & DESIGN

University of South Florida

2014

B.A. MASS COMMUNICATIONS

University of South Florida

NOTABLE ACHIEVEMENTS:

- Cum Laude
- Dean's List
- Phi Sigma Theta
- John & Jerry Wing Alexander Endowed Scholarship Recipient

CERTIFICATIONS

2015

MARKETING STRATEGY

Cornell University

Currently Pursuing

DIGITAL MARKETING & E-COMMERCE

Google

ORGANIZATIONS

2020-2024

PCMA | Professional Club Marketing Association

2024 - Current

CMAA | Club Management Association of America

CHARITY WORK

Volunteered design work for the following organizations:

2017-2018

The Spring of Tampa Bay Advertisements

2020-2023

Colorado Veterans Support Video Marketing and Collateral

2024

LNITP Breast Cancer Tournament Web Design, Collateral, and Videos

WORK EXPERIENCE

2019
2021

MARKETING SPECIALIST/DIGITAL MARKETING CONSULTANT

Florida SBDC at USF | Tampa, FL

(Intern: 2014 - 2015; Contractor: Jan - May 2024)

Advised small business owners on effective digital marketing strategies, enhancing their online presence and brand awareness. Provided customized marketing solutions, content creation, and strategic analysis to drive engagement and growth.

- Conducted social media analysis, competitor benchmarking, and campaign development for small businesses.
- Designed marketing collateral, newsletters, and promotional materials tailored to client needs.
- Created success stories and media content to support public awareness campaigns and legislative reporting.

2016
2018

DIGITAL MARKETING SPECIALIST

ReEmployAbility, Inc. | Tampa, FL

Led digital marketing initiatives to drive brand visibility, engagement, and strategic growth. Managed content creation, social media, and performance-driven campaigns to maximize impact and efficiency.

- Directed content creation and social media campaigns, increasing engagement by 65%.
- Reduced marketing budget by 40% through strategic planning and resource optimization.
- Developed and tracked high-performing SEM campaigns, optimizing SEO and PPC efforts.
- Secured thought leadership opportunities for executives at national conferences and published articles in national magazines.

2015
2018

ADJUNCT PROFESSOR

University of South Florida | Tampa, FL

Instructed and mentored students in journalism, digital design, and brand development, fostering strong writing and design skills through hands-on learning and practical application.

- Taught **News Editing**, **Writing for Mass Media**, and **Magazine Design**, guiding students in writing and design techniques.
- Developed curricula to provide real-world insights into journalistic writing, digital design, and branding.

2013
2014

NEWS EDITOR, WRITER, & PHOTOJOURNALIST

The Oracle | Tampa, FL

Led editorial direction and visual storytelling for a student newspaper, managing content creation, team coordination, and audience engagement to enhance readership and impact.

- Oversaw editorial content, managing a team of contributors to produce four weekly issues.
- Expanded readership by fostering community connections and developing engaging, relevant content.
- Captured and curated high-quality images to enhance news coverage and feature stories.