

SHANNON MCMATH

MARKETING, COMMUNICATIONS & CREATIVE PROFESSIONAL



707-529-9766



mcmath@comcast.net



Linkedin.com/in/shannonmcmath



Santa Rosa, CA

EDUCATION

CERTIFICATE

Marketing

Santa Rosa Junior College
2024

POST-GRADUATE DIPLOMA

Digital Marketing

Purdue University | Simplilearn
2024

BACHELOR OF SCIENCE

Applied Art & Design

Special Emphasis: Photography

Cal Poly, SLO

1995

ADDITIONAL CERTIFICATIONS

DIPLOMA

SubSkills Training

Utah State University | STEDI.org
2021

CERTIFICATE

Maker Educator

Sonoma State University
2021

PROFESSIONAL PROFILE

Creative and versatile professional with experience in **digital marketing, communications, content creation, social media management, and graphic design**. Proven ability to engage audiences, manage campaigns, and produce compelling content. Experienced in project coordination, brand storytelling, and public outreach.

CORE SKILLS

Content & Digital Marketing: Social media strategy, email marketing, SEO, content writing

Graphic & Production Design: Adobe Creative Suite, WordPress, Canva, print production

Project & Event Coordination: Scheduling, cross-functional collaboration, community outreach, workflow optimization

Communication & Public Relations: Public speaking, brand storytelling, community & stakeholder engagement

Technical Proficiencies: Photoshop, InDesign, Illustrator, Microsoft Office Suite, WordPress, Google Analytics, commercial photography

PROFESSIONAL EXPERIENCE

FREELANCE DESIGNER, DIGITAL MARKETER, & COMMUNICATIONS SPECIALIST

McMath Design, Santa Rosa, CA | 2006 – present

- Develop digital and print marketing materials, including brochures, social media graphics, and SEO-optimized content.
- Manage social media strategies and email marketing campaigns for various clients along with cross-functional marketing projects.
- Provide branding consultation, visual identity creation, and storytelling services.
- Clients include Children's Museum of Sonoma County, UCSF Fresno, Education.com, Blacksmith Cellars, and more.

GRAPHIC DESIGNER & DIGITAL CONTENT PRODUCER

Montessori Services, Santa Rosa, CA | 2011 – present (part-time, remote)

- Design annual catalogs, email campaigns, and social media graphics to support marketing efforts
- Manage photo shoots/editing, layout design, and content production for print and digital assets.
- Collaborate with marketing team to optimize promotional materials

MARKETING & COMMUNICATIONS LEAD, BOARD MEMBER

UC Master Food Preservers, Sonoma County, Santa Rosa, CA | 2021 – present

- Develop and implement email campaigns, social media content, and outreach materials.
- Organize & teach public workshops and community engagement events.
- Track engagement metrics to refine marketing strategies.

SHANNON MCMATH

MARKETING, COMMUNICATIONS & CREATIVE PROFESSIONAL

STRENGTHS

Adobe Creative Suite
Content Creation & Messaging
Social Media Management
Community Engagement
Photo Editing
Project Coordination
WordPress & CMS
Email Marketing
Strong Communicator
Proven Remote Worker
Self-Starter

INTERESTS

Community Volunteering
Conservation
Genealogy
Travel
Traditional Skills
International Cooking

ADDITIONAL EXPERIENCE

PREPRESS MANAGER, ART DEPART. COORDINATOR, PRODUCTION DESIGNER
Mrs. Grossman's Paper Company & Paragon Label, Petaluma, CA | 1999 – 2006

ASSISTANT MANAGER OF TECHNOLOGY

Kinko's Copy Center, Various CA Locations | 1992 – 1999

- Roles in prepress management, production design, and marketing coordination at Mrs. Grossman's Paper Company, Paragon Label, and Kinko's, overseeing graphic production, branding and marketing collateral. Includes management of up to 15 employees at a time.

SUBSTITUTE TEACHER

Sonoma County Office of Education, Santa Rosa, CA | 2022 – present

- Certified substitute teacher for Sonoma County Office of Education, fulfilling guest teacher opportunities on a part-time basis.

COMMUNITY & VOLUNTEER LEADERSHIP

BOARD MEMBER, TECHNOLOGY & SCHOLARSHIP CHAIR

The Saturday Afternoon Club, Santa Rosa, CA | 2023 – present

- Oversee digital strategy, including website updates and newsletter best practices; coordinates scholarship programs from outreach through award distribution.

VOLUNTEER: LARGE EVENTS, GIRL TRAVEL, & NATIONAL DELEGATE

Girl Scouts of Northern California, Santa Rosa, CA | 2009 – 2024

- Developed and managed large events and trained adult volunteers, enhancing leadership, organizational, and public speaking skills.
- National Delegate, Troop Leader, Girl Travel Coordinator, Camp Director.

REFERENCES



ANN KILLEEN
Finance Manager
Montessori Services
707.280.2289
annkilleen56@gmail.com



BETH TUDOR
President, Sonoma County
UC Master Food Preservers
415.860.8432
bethtudor@mac.com



MEGAN WILLIAMS
Admissions & Records Specialist
Santa Rosa Junior College
707.495.1227
meganecwilliams@comcast.net