

Valerie Shepherd

CONTENT DIRECTOR / MARKETING & COMMUNICATIONS MANAGER

PROFILE

Highly creative, organized, detail oriented, positive individual searching for an innovative company to help grow in the marketing and communications sectors. I offer a proven track record of having strong written and oral communication skills combined with a respected decorum and fast-paced work ethic geared for leading, managing, taking initiative, creating and exceeding goals as well as expectations.

PROFESSIONAL EXPERIENCE

MARKETING & COMMUNICATIONS DIRECTOR

The ReLaunch Co. // San Francisco, CA // December 2018 – Present

Remotely serve as director and Integrator for communications, marketing, customer experience, operations, and course content creation / implementor for parent company - work side by side with CEO to help conceptualize and manage content deliverables, work force, product, budget, online courses, outside agencies, and overall marketing and brand strategy.

- **COMMUNICATIONS:** Compose, research, write, edit all internal and external marketing
- **CONTENT:** Create, write, and edit all course materials, graphics, email drips, decks, presentations, webinars, scripts, speeches, web content, and marketing collateral
- **BRANDING:** Took CEO's vision and re-brand company, collateral, message, mission
- **PAID ADVERTISING:** Run low and higher level targeted social media paid advertising: create content and graphics, conceptualization, choose targets, manage budget, monitor metrics and KPI's as well as all associated reporting
- **DIRECTOR:** Manage all vendors as well as freelance employees steering vision, objectives, creative, deliverables, budget, timelines and expectations

CONTENT DIRECTOR & LEAD EDITOR

Ghost Partner (Agency) // Roswell, GA // June 2017 – Present

Director of all projects, conceptualization, content creation, deliverables, and freelance creatives as well as active clients within the boutique marketing firm in the Atlanta market to create original content for marketing, social, and web producing genuine results in B2B and B2C spaces.

- **DIRECTOR:** Direct and edit articles, newsletters, social media posts, white papers, press releases, graphic creation, web content, special writing / marketing projects and SEO focused content produced by writers for internal and external communications
- **PM:** Hire social media director and freelance writers – assign new and existing clients, as well as facilitate and drive the creative and production-based collaborations - ensure deadlines are met and message, content, CTA and graphics are stand out
- **CONCEPTUALIZE:** Develop monthly editorial calendars with clients based on branding and current content marketing directive – both conceptualize and assign / manage team to meet deliverables and increase sales, loyalty, connection, and exposure
- **CAMPAIGNS:** Specialize in helping create both campaigns and content that improves SEM and SEO rankings, track and analyze metrics, and drive what sets your company apart by increasing organic engagements that keep a connection to message and brand
- **GENERATE:** Help craft and deliver all presentations / brainstorming sessions with CEO to potential and existing clients to help with retention and ensure we customize our content based on the marketing needs, goals, target avatar and desired results

WRITER / MARKETING MANAGER / EDITOR

The Helping Hive // Atlanta, GA // September 2008 – Present

Published and skilled writer, editor and marketing manager to small businesses, top producing residential real estate executives and individuals that entrust me to oversee small to mid-sized campaigns as well as financial decisions and to execute directive and deliverables.

- **WRITE/EDIT:** Compose, research, write, review, and edit communications / marketing materials and pieces for internal and external distribution via email, social, and web
- **MANAGE:** Serve as primary liaison with in-house or external marketing agencies, media contacts, SME's and PR companies

CONTACT



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LINKEDIN.COM/IN/VALERIECSHEPHERD



WWW.VALERIESHEPHERD.COM

EDUCATION

ENGLISH EDUCATION // BSED
UNIVERSITY OF GEORGIA, Athens, GA
1994-1996

ENGLISH // AA
FLORIDA STATE, Tallahassee, FL
1991-1993

SKILLS

PROFESSIONAL //

Writing and Editing

Implementing Marketing Campaigns
Management, Director, Sales Training

Brand Creation – Loyalty / Following
Turning Ideas into Content

Project Management

Graphic Creation

Public and Presentation Speaker

Creating Webinars and Courses

Social Media Marketing / Paid Ads

Secure and Manage Vendors

Professional Organizer

EXPERIENCE CONTINUED...

- **RESULTS:** Track, analyze, and create stand out organic ways to grow both business and brand via content and graphics to maximize budgets and deliver large-scale results helping clients establish or increase followers and touch rate by 50% – 500%
- **AUTHOR:** Published co-author of *The Ex-Wives' Guide to Divorce* with SkyHorse Publishing – 2016 represented by The Roger Williams Agency
- **PR:** Covered in the press nationally and internationally: New York Post, Daily Mail, Houston Chronicle, The Kappa Key, Chicago Tribune, Bild am Sonntag, Simplemost
- **APPEARANCES:** National and local tv, radio, and keynote speaking cross media engagements such as The Steve Harvey Show, The Deborah Duncan Show, WCIU You and Me, WGN, FOX affiliates, CBS affiliates, Atlanta and Company, Indy Women's Expo
- **CRAFT:** Freelance writer/editor/producer to Atlanta based lifestyle & travel magazines

OTHER PROFESSIONAL EXPERIENCE

ACCOUNT EXECUTIVE / SALES TRAINER

Wells Fargo Home Mortgage, NA // SE - Georgia // 2000 – 2006

Marketed, maintained, serviced, and established one hundred+ new accounts for the nation's largest securitizing wholesale mortgage lender focusing on mid-sized brokers and small banks

- 2005 ranked as top 30 Account Execs nationally in volume out of 400+ reps, and number one in Southeast in Non-Prime sector.
- National Sales Trainer 2002 – 2003 and 2001 – 2006 assist Sales Managers train new Account Execs for Southeast region
- Added 100+ accounts to broker base, grew business 500% in area over tenure
- Marketed clients and prospects weekly via office visits, phone calls, emails, and target-designed campaigns
- Excelled at crafting and delivering broker presentations and representing company at trade shows for increased business and brand awareness

ACCOUNT EXECUTIVE

GMAC Bank // SE - Georgia // 2007 – 2008

Established, maintained, and sold mortgage lending products via marketing campaigns, presentations and office visits to 30+ wholesale accounts in a rapidly changing lending market.

- Provided clients with extensive technology as well as product, program and guideline training – especially with frequent changes to Conforming and Alt-A in recession

ACCOUNT EXECUTIVE

NewCentury // SE - Georgia // 1999 – 2000

Maintained, marketed, and serviced 50+ wholesale and correspondent accounts via presentations and internal sales for the nation's second largest non-conforming lender.

- routinely the first or second ranked Account Executive in SE for unit production and percentage of client base fundings
- consistently one of the top ten Account Execs in nation for units

PUBLIC RELATIONS DIRECTOR

Troncalli Jaguar // Roswell, GA // 1996 – 1998

Oversaw co-op advertising programs, created and produced internal newsletter, assisted with F & I contracts, and coordinated / managed all dealer meetings, marketing incentive programs, on-site as well as off-site promotions or events.

SKILLS

TECHNICAL //

MS Office Suite / Pages

Content Marketing Programs

Database & CRM Programs

Teamwork, Asana, Slack, Kajabi, Canva, Active Campaign, Constant Contact, Lead Pages, Hootsuite, HeyOrca & PromoRepublic

Creating Marketing Graphics

Social Media Platforms

Social Media Ads, Metrics, SEO

Video, Surveys, Webinars

AWARDS

PUBLISHED AUTHOR

SkyHorse Publishing // 2016

KEY SPEAKER

Indy Women's Expo // 2017

SE TOP PRODUCER VOLUME

Wells Fargo Alt Lending // 2005

TOP 3 REGIONALLY VOLUME/UNITS

Account Exec // 1997-2004 & 2006

LANDMARK FORUM - 2017

OMICRON DELTA KAPPA

Honor Fraternity

KAPPA KAPPA GAMMA SORORITY

Pledge Chair, Community Service Pledge Chair

ALPHA PHI OMEGA COMMUNITY SVC

President, Membership Chair

INTERESTS

- Writing
- Traveling
- Tennis
- Camping / Hiking
- Collecting Garden Gnomes

REFERENCES



MARK HUNT
CEO
Spiritus Consulting



SUNNY BAILEY
OWNER
Historic Naylor Hall



MADALENA SOARES
DIRECTOR
Cox



SUE COLLINS
EDITOR-IN-CHIEF
Lifestyle Publications