

SHANLEY D. SIMPSON

COMMUNICATIONS CONSULTANT

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SUMMARY

Throughout her career, Shanley has successfully served clients across a diverse range of industries, including Oil & Gas, Healthcare, Education, Finance, Automotive, Engineering, and Technology, among others. This extensive industry exposure has significantly contributed to her ability to think analytically and innovatively, enhancing her research capabilities and digital acumen, particularly in relation to business strategies and communications. With her wealth of experience and a proven track record, Shanley brings a deep understanding of effective internal communications management to every project, making her a valuable asset in any professional setting.

EXPERIENCE

02/2022 - Present

Opportune Independent Publishing Co.

Senior Communications Director & Editor

- Manage the end-to-end process of book and promotional material selection, production, marketing, and distribution, utilizing Adobe software expertise, including Photoshop, InDesign, and Illustrator.
- Lead the creation of marketable content, overseeing editorial and production processes, book design, and formulating effective marketing strategies, while also managing revenue streams.
- Develop and execute comprehensive internal and corporate communication strategies, including message preparation, talking points, and executive presentations, and played a pivotal role in organizing global town hall meetings.
- Assume a critical role in revenue and profit margin growth through client acquisition, retention initiatives, and the cultivation of long-term client relationships.
- Function as a strategic leader and primary client liaison, driving innovative and sophisticated solutions while successfully overseeing projects from concept to completion, including a comprehensive overhaul of the publishers' account management tool. Additionally, coordinate complex publisher issue resolutions through collaboration with multiple teams to enhance service delivery and customer satisfaction.

11/2019 – 01/2022

Comerica Bank.

Assistant Vice President Internal Communications

- Develop and execute holistic communication strategies that align with organizational priorities.
- Oversee a wide array of communication channels and tools, encompassing websites, print materials, PR efforts, media engagements, newsletters, and events, in both written and verbal formats.
- Provide executive-level support, guiding internal and external communication initiatives. Offer coaching to enhance interactions with the media and target audiences.

EDUCATION

University of Phoenix

Master of Business Administration

Florida A&M University

Bachelor of Science:
Public Relations

KEY SKILLS

- AP STYLE
- ADOBE SUITE
- MICROSOFT SUITE
- WEB DESIGN
- SOCIAL MEDIA
- SHAREPOINT
- SAP SOFTWARE

AWARDS

- EMPLOYEE OF THE MONTH
- LEADERSHIP AWARD
- BEST PERFORMER AWARD

- Evaluate and optimize communication policies, procedures, and standards for greater efficiency and audience relevance. Select appropriate mediums to convey messages effectively.
- Collaborate with internal stakeholders, including HR, External Affairs, Technology teams, and the Board of Trustees, to tailor communication solutions that align with overarching business goals. Manage project coordination and liaise with external vendors for seamless execution.

09/2015 – 11/2019

Opportune Independent Publishing Co.

Communications Manager & Editor

- Produced compelling press releases, media kits, and communication materials to effectively disseminate company news, product launches, and corporate narratives to pertinent media outlets.
- Conducted ongoing monitoring and analysis of media coverage and industry trends, delivering regular reports to assess communication efficacy, identify growth opportunities, and proactively address potential challenges.
- Orchestrated strategic internal communication initiatives and employer branding campaigns, bolstering employee engagement. Components included events, newsletters, town hall meetings, key messaging, audience segmentation, and performance metrics.
- Kept abreast of emerging trends and best practices in media relations, PR, crisis communications, talent branding, and employer marketing, applying relevant strategies to enhance the organization's brand and attract top talent.

01/2015 – 09/2015

Capgemini

OCM & SAP Applications Senior Communications Consultant

- Orchestrated targeted campaigns specifically tailored for senior managers and CEOs, addressing communication nuances in a technical environment across various organizational levels.
- Produced precise training documentation and communication materials for system initiatives, product launches, regulatory updates, and workflow changes to ensure utmost clarity and effectiveness.
- Coordinated the development and distribution of marketing collateral and shareable content, both written and visual, tailored to diverse markets and lines of business.
- Devised and executed change management strategies to facilitate smooth transitions during system and process changes, minimizing employee resistance and promoting engagement.

04/2014 – 01/2015 & 09/2015 – 12/2015

Chevron Phillips Chemical Company

Technical Communications Services Specialist

08/2013 - 04/2014

Webranx, Internet Marketing Strategies

Content & SEO Manager

08/2012 - 08/2013

ABC Learning

Business English Instructor & Foreign Communications

06/2010 - 11/2011

MarketDone Marketing

Marketing & Communications Assistant

References available upon request