

Sheena VanDeVanter



Sheena offers over twenty years in marketing leadership roles. She brings an effective combination of creativity and project management to every opportunity. Her breadth of experience springs from her talent to adapt to marketing principles across a variety of industries, and her ability to connect with people and clients from across the globe.

Skills

Leadership
Content Marketing
Design
Operations
Project Management

Software/Tools

Adobe InDesign
Adobe Photoshop
Adobe Illustrator
Adobe Premiere
Adobe After Effects
Wordpress
Squarespace
Drupal
HTML/CSS
Microsoft Word
Microsoft Excel
Microsoft PowerPoint
Microsoft Access
Microsoft Teams
Sprout Social
Hootsuite
Buffer
MailChimp
Spredfast/Khoros
Semrush
ahrefs
Oracle
Asana
Clickup
Hubspot
Trello
Salesforce
Copper
JIRA
Liaison

Select Accomplishments

- Managed remote global teams of 18+ social media managers for Fortune 500 client resulting in an average 60% increase in positive customer feedback in 20 countries.
- Increased conversion for Fortune 500 client by 130% in three months through social media strategy and content marketing.
- Launched re-brand resulting in a 25%+ increase in revenue over a one-year period.

Professional Experience

Freelance Marketing Consultant

(2023 - Present)

- Band development (logo, colors, typefaces, voice)
- Content marketing/copywriting
- Digital marketing strategy
- Create websites, landing pages, blog posts, articles, interviews, datasheets, white papers, case studies, design elements, advertising, customer presentations, and video
- Audit websites for user experience, content, brand voice, and readability
- Research and competitive analysis
- Project management - develop KPIs, timelines, frameworks and processes

Director of Marketing at Tyme Global

(2021-2023)

- Re-branded Tyme Global logo and website to better appeal to target audience
- Developed targeted email campaigns which resulted in warm leads for sales
- Created demo video series to promote a new product and its features
- Develop marketing goals, strategies, and KPIs
- Content creation - web, email, video, print, blogs, case studies, ebook
- Front-end web development, SEO
- Project management
- Own vendor relationships
- Manage internal processes and procedures

Marketing Campaign Manager at Texas Health Action

(2020-2021)

- Develop internal processes and procedures
- Manage content marketing and social media team

Education

BA with Honors, Texas State University (English 4.0)
Hubspot Academy Content Marketing Certification
Copywriter Club Accelerator Masterclass

Community Service

2012-Present: Austin Creative Pathways, Founder and Board President

2012 - Present: ChupacabraCon Founder and Showrunner

2002-2010: Texas Association of Telecommunications Officers & Advisers, Board Member

2009: Help Portrait Austin, Event Director

2008-2009: Austin Pan-Geeks, Board Member

2006-2008: Austin Browncoats, Board Member

2005: "A Wave of Love" Tsunami Relief, Event Director

2001: Charity Auction & Ball Fundraiser for AIDS Services of Austin - Event Director

Sheena VanDeVanter

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- Develop and execute strategic marketing plans
- Project management
- Front-end web development and analytics
- Own vendor relationships

Marketing Manager, North America at Validis, Austin, TX

(2018-2019)

- Branding and digital marketing strategies
- Research and competitive analysis
- Create campaigns for web, social media, and email
- Develop blog posts, articles, and interviews
- Collaborate with cross functional teams
- Own vendor relationships

Digital Marketing PM/Contract at Edgy Labs, Remote

(2018 - short term contract)

- Draft SEO copy and metadata through data-driven competitive analysis research
- Collaborate with cross-functional teams to implement content marketing initiatives for Fortune 100 clients
- Provide analysis on metrics-driven business KPIs
- Build relationships with outside vendors and agencies

International Project Operations Manager at Transfluent, Remote/Austin, TX

(2015-2018)

Manage global team of translators, social media strategy, recruitment, training

Director, International Publishing at iVerse Media Remote/Waco, TX

(2013-2015)

Manage international translation and design teams to localize Marvel, DC Comics, and Harlequin content for digital publication and distribution in multiple languages

Director of Communications at Austin Free-Net, Austin, TX

(2010-2012)

Manage communications team, branding, corporate identity, content marketing, social media

Awards

- Texas Association of Telecommunications Officers and Advisors (TATOA)- Communications Committee Chair Leadership Award and Convention Chair Award (multiple years)
- City of Austin Recognition of Leadership (multiple years)
- SXSW Interactive Dewey Winburne Community Service Award Nomination
- 1st Place Winner, Austin Accessibility Internet Rally
- Outstanding Community Affairs Executive of the Year, Association of Fundraising Professionals Nomination