

SHANNON GEIS

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CONTENT STRATEGIST

Knowledgeable writer, editor and content designer with experience producing quality content across a variety of platforms. Instrumental in improving communications processes and building robust content strategies. Capable of managing high-performing content, UX, and communication teams.

EXPERIENCE

Content Designer/ Strategist | Anthem, Inc, Denver, CO

May 2021 – Present

- Manage the digital content experience for Anthem brokers nationwide working with tools including Producer Toolbox, Broker Plus mobile app, chatbot and more.
- Craft concise content that simplifies important health insurance information.
- Work closely with the UX Design team to build user-friendly flows and enhance the digital experience for Anthem brokers.
- Assist with research, data, and testing to validate assumptions and ensure content achieves goals.
- Contribute to the company style guidelines and advocate for content strategy across the organization.
- Document content decisions for usage across multiple product lines.
- Coordinate with development scrum teams to ensure reasonable project timelines and outcomes.

Content Manager | Emily Griffith Technical College, Denver, CO

January 2020 – May 2021

- Oversee all marketing content initiatives to ensure customer engagement, brand consistency and a positive customer experience.
- Develop internal and external content strategy that aligns with short-term and long-term marketing targets; collaborate with the admissions team to identify goals and priorities around enrollment growth.
- Help manage a team of communications professionals, including Social Media Coordinator and Digital Marketing Specialist, as well as content creators, external vendors and brand ambassadors.
- Edit and proofread all content to maintain brand consistency, and manage content distribution across all channels.
- Coordinate with PR representatives to manage media strategy, including story pitches and press releases.
- Serve as art director for photo and video projects to ensure content creation fits brand identity.
- Implement processes to improve workflows and efficiency throughout the organization.
- Assisted with a full brand identity redesign, including creating a brand style guide.
- Assisted with the development of a new institutional website including CMS selection, graphic design, content strategy, implementation, and integration with current systems.
 - Conducted a full content audit of the previous website in order to determine what was essential and what could be eliminated.
 - Rewrote all content for the new website to ensure consistent tone and style, as well as to match new brand identity.

Continued...

SKILLS

Digital content management, communications, storytelling, project management, social media, community engagement, audience targeting, digital marketing, paid media management, digital campaign management, brand management, customer service, UX design, information architecture, strategic planning, Agile, Jira, Salesforce, Pardot, Adobe Creative Suite, Adobe XD, Figma, HTML/CSS, Mailchimp, Google Analytics, WordPress, Drupal, ProTools.