

SHANNON M C S H A N E - R O B B I N S

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Los Angeles, CA



ACCOMPLISHMENTS

- Communications strategist with **12 years of experience** in consumer and corporate communications
- Facilitated the nomination process that led to Munchkin being named **#8 on Fortune's list of America's Most Innovative Companies of 2023**
- Secured consumer and corporate awards for Munchkin in Forbes, the Los Angeles Business Journal, The Communicator Awards, The Bump, the National Parenting Product Awards, the Juvenile Products Manufacturers Association, and others
- Presented Munchkin's suitability work at the **2022 Amazon Sustainability Summit** in Seattle, Washington
- Established and actively manage Munchkin's Sustainability Committee and Radiant Colors Committee (the latter of which is focused on donating time and financial resources to organizations that teach anti-racist education to young children)
- Produced a branded video highlighting Munchkin's new sustainable packaging that **resulted in 569M media impressions**
- Secured Munchkin's inclusion in and actively maintain its good standing in the **United Nations Global Compact** - the world's largest corporate social responsibility program
- Oversaw the social media collaboration with @CraftyMoms that resulted in **20M+ video views** and an estimated **\$30,000 in incremental revenue** from sales of the video's featured product, the Munchkin Sparrow Compact Stroller
- Received Munchkin's "Sprinter Award" for outstanding work by a new employee and Munchkin's "Culture Star" award for championing the company's values

SKILLS

Media Tracking and Reporting
Targeted Press Release Distribution
Social Media Analysis
Social Media Advertising
AP Style
Copywriting
Content Development

PROFICIENCIES

Meltwater
PR Newswire
Business Wire
Adobe InDesign and Photoshop
Microsoft Office Suite
Facebook Business Manager
Google Analytics

EXPERIENCE

MUNCHKIN, INC. Los Angeles, CA | February 2020 - Present

- *Director, Social Media & Public Relations*
- *Sr. Manager, Social Media & Public Relations*
- Planned and executed a comprehensive media strategy for Munchkin, resulting in increased brand awareness and market visibility
- Managed external PR agencies to optimize media coverage for Munchkin
- Collaborated with cross-functional departments, including Marketing, Sales, and Product Development to respond to press inquiries and create compelling content for media outreach and social posts
- Oversaw all communication touchpoints, including press releases, news collection alerts, pitches, etc.
- Wrote and distributed press releases as part of new product launches, promotional efforts, and company announcements
- Developed and managed the Media Relations and Social Media budget, optimizing resource allocation
- Managed crisis communications and effectively responded to sensitive industry and company issues
- Prepared talking points and speeches for executives and spokespeople for media interviews and events
- Oversaw the strategy and management of Munchkin's social media platforms globally, ensuring cohesive and engaging content
- Regularly reported on press activity, evaluating its effectiveness, and distributed relevant clips to stakeholders in a timely manner

BUGABOO EL SEGUNDO, CA | September 2017 – February 2020

- *Social Media Specialist*
 - Identified and cultivated relationships with media, brand partners, vendors, and agencies on behalf of Bugaboo
 - Directed creative partners in the development of assets and copy and oversaw the process from start to finish
 - Planned and produced product and lifestyle photo shoots, managing concept creation, influencer relations, onsite creative direction, and post-production timelines
 - Partnered with the global marketing team to develop and implement integrated marketing campaigns in North America
 - Managed the strategic direction of North America PR agencies and social media channels
 - Wrote copy for award submissions, press releases, and branded content campaigns

MURPHY O'BRIEN PUBLIC RELATIONS Los Angeles, CA | June 2014 – September 2017

- *Sr. Digital Producer*
- *Digital Producer*
- *Sr. Community Manager*
- *Community Manager*
 - Responsible for the performance of the digital department and client success
 - Developed high-level social strategies for clients in tandem with the PR team
 - Oversaw the performance of a six-member social media team
 - Pitched new social media business with a focus on luxury brands
 - Analyzed, presented and managed social media metrics and performance for social media clients
 - Ensured teams met quarterly and annual goals
 - Oversaw and developed social media advertising strategy for all clients

THE KITCHEN COLLABORATIVE Burbank, CA | June 2013 – June 2014

- *Project Manager*
 - Oversaw projects from inception to completion
 - Coordinated with clients, designers and vendors to ensure a quality finished product for web, packaging and events
 - Strategized and executed social media campaigns for all digital clients
 - Utilized public relations skills to secure brand placements with media outlets

ETC HOTELS Santa Monica, CA | August 2011 – December 2012

- *Interactive Media Coordinator*
 - Managed all social media outlets for Shutters on the Beach and Hotel Casa del Mar
 - Created marketing materials for e-blasts and hotel promotions
 - Managed and wrote posts for the ETC Insider blog
 - Served as the primary food and event photographer
 - Planned and hosted numerous seasonal events for hotel guests
 - Managed online content for three onsite restaurants

WARNER BROS. ENTERTAINMENT Burbank, CA | January 2011 – June 2011

- *Corporate Communications Assistant*
 - Provide administrative support to the Corporate Communications office
 - Researched, prepared and electronically distributed press breaks
 - Supported Make-a-Wish requests by facilitating opportunities

E D U C A T I O N

Syracuse University | Syracuse, NY
Graduated Magna Cum Laude with a Bachelor of Arts

Earned a double major in
Public Relations from the S.I. Newhouse School of Public Communications and
Geography from the Maxwell School of Citizenship and Public Affairs