

SHANNON THOMPSON

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EXPERIENCE

GitLab | Sr. Field Communications Manager | Remote

11/2021 – Present

- Manage the Field Communications announcement calendar, collaborating with stakeholders across the business to plan and prioritize updates, ensuring alignment with business and sales objectives
- Partner with cross-functional teams to develop targeted communication plans and messages to support key revenue-impacting initiatives, new product launches and organizational events
- Manage ongoing communication channels, including Slack and regular newsletters, to ensure the timely delivery of relevant information, resources and updates to the Field organization
- Conducted regular audits of internal communication channels and processes, gathering feedback from stakeholders to continuously refine and improve communication strategies and channels

Farmers Insurance | Sr. Communications Specialist | Remote

10/2020-10/2021

- Created and implemented strategic communications plans for various teams including Corporate Social Responsibility, Legal/Compliance, Real Estate/Facilities, University of Farmers and more
- Provided input on messaging, positioning and content to support key corporate initiatives and events
- Drafted and edited various employee and executive cross-channel communications (articles, memos, talking points, video scripts, etc.)
- Partnered with Public Relations and Talent Acquisition teams to align internal and external communications

Safran Electronics & Defense, Avionics | Internal Communications Specialist | Irvine, CA

01/2020 – 05/2020

- Led all internal communications by developing communication processes and strategies that aligned with corporate strategy and vision
- Created and distributed content (internal news releases, articles, talking points, FAQs, presentations, etc.) to support corporate initiatives, programs and special projects to 700+ employees
- Developed messaging and materials to support monthly town hall meetings and other events
- Served as the editor-in-chief of monthly newsletter by cultivating and managing relationships to create engaging and relevant content for employees

Esri | Communications Specialist | Redlands, CA

04/2015 – 12/2019

- Aligned internal and communications strategies, messages and content to drive consistent messaging around key initiatives and events to global sales audiences
- Established internal communication best practices and processes to better reach, inform and engage sales audiences including the development and management of a sales content portal
- Partnered with cross-functional teams to improve communication effectiveness across the organization including the distribution of a weekly bulletin to promote content featured in owned, earned and paid media

- Led communication/change management planning and execution to support IT projects and processes

Esri | Customer Reference Coordinator | Redlands, CA

07/2013 – 04/2015

- Built and managed relationships with strategic customers to participate as references to promote awareness of Esri technology, support the sales cycle and accelerate deal closure
- Collaborated with cross-functional teams to develop and promote customer references and success stories for various sales and marketing initiatives
- Implemented a customer reference database within Salesforce for identifying and tracking reference requests, building customer profiles and storing customer success stories saving ~10-15 hours of administrative support and increasing sales efficiency

SKILLS

Software: Salesforce, Canva, Basic Adobe Photoshop, Microsoft Office (Word, Outlook, Powerpoint, Excel and Sharepoint), Google Suite

Professional: Writing, Editing, Content Strategy & Development, Project Management, Internal Communications, Executive Communications, Public Relations, Crisis Communications, Change Management, Digital Marketing, Social Media

EDUCATION

University of California Irvine, Irvine, CA

Certification, Digital Marketing & Communications, Aug. 2019

American University, Washington D.C.

Master of Arts, Strategic Communication, Dec. 2015

Marymount Manhattan College, New York, NY

Bachelor of Arts, International Studies, May 2009