

SHANNON THOMPSON

EXPERIENCE

Senior Communications Specialist, Farmers Insurance

Woodland Hills, CA | October 2020–Present

- Create and implement strategic communications plans for various teams including Corporate Social Responsibility, Legal/Compliance, Real Estate/Facilities, and more
- Provide input on messaging and positioning to support key corporate initiatives and events
- Write and edit various employee and executive cross-channel communications (articles, memos, talking points, video scripts, etc.)
- Partner with PR and Talent Acquisition teams to align internal and external communications

Internal Communications Specialist, Safran Electronics & Defense, Avionics

Irvine, CA | January 2020–May 2020

- Led all internal communications by developing communication processes and strategies that aligned with corporate strategy and vision
- Provided communications expertise, guidance, and thought leadership to senior leadership
- 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

Communications Specialist, Esri

Redlands, CA | April 2015–December 2019

- Aligned external with internal 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

Customer Reference Coordinator, Esri

Redlands, CA | July 2013–April 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 teams efficiency

CONTACT



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EDUCATION

American University

Master of Arts, Strategic Communication
2014–2015

Marymount Manhattan College

Bachelor of Arts, International Studies
2005–2009

Digital Marketing & Communications Certificate

University of California, Irvine
2018–2019

SKILLS & SOFTWARE

- Microsoft Word, Outlook, PowerPoint, SharePoint
- Basic Adobe Photoshop
- Canva
- Salesforce
- Writing & Editing
- Content Strategy & Development
- Project Management
- Executive Communications
- Public Relations
- Internal Communications
- Crisis Communications
- Change Management
- Digital Marketing
- Social Media