

Curriculum Vitae

Shannon M. Brown
El Centro College
801 Main Street | Dallas, TX 75202
(214) 860-2202
smb0003@dcccd.edu

Education

Argosy University, Santa Ana, California
M.B.A. in Marketing

Georgia State University, Atlanta, GA
B.A. in Journalism & Marketing

Teaching Experience

El Centro College, Dallas, TX August 2018 – Present
Adjunct Instructor – Principles of Marketing

Professional Summary

I am an experienced marketing professional with 15 years of solid experience in marketing and customer service, combined with strong project management skills. I have a long record of success and proven skills in strategic planning, media relations, and publicity, community and government relations.

I help marketing, IT, and compliance professionals promote and protect brands by providing brand management, project management, budget management, experiential management, and event planning. My skills are in branding, managing, and positioning products and services, distilling value, overcoming objections, and securing hard-to-close deals; advertising strategies, and building C-level relationships.