

Shelby M. Gallardo

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EDUCATION

Bachelor of Business Administration

Major: Business Administration

Minor: Marketing and Management

Wichita State University (WSU), Wichita, KS

WORK EXPERIENCE

In-Market Sourcing Specialist, Talent Acquisition

Ascension Living, Wichita, KS

June 2019 – Present

- Prepares and deploys multiple hiring campaigns via email marketing, texting and social media
- Creates recruitment marketing strategies for nearly 60 senior living communities in 13 states
- Works closely with social media team on copy preparation for organic and paid national campaigns and associate spotlights
- Markets hiring events for recruiters, including preparation of all promotional materials (HTML emails, social media graphics, copy, fliers, etc.)
- Sources clinical and executive-level positions by utilizing LinkedIn Recruiter, Indeed Resume, cold calling and the above campaign methods

Marketing Coordinator

Mylo, a Lockton Company, Kansas City, MO

October 2017 – June 2019

- Executed integrated marketing campaigns, product launches and client onboarding
- Served on social media team; included best practice recommendations to increase likes, followers and engagement, as well as the launch of a well-performing video series (script preparation, video direction and creation using Premiere Pro)
- Managed over eight partnerships; included spearheading all marketing strategy and execution
- Created co-branded partner websites and content
- Monitored and reported on marketing metrics and sales KPIs to leadership

Marketing Coordinator

Prime Capital Investment Advisors, Overland Park, KS

September 2016 – October 2017

- Spearheaded all marketing initiatives for the firm and 100+ financial advisors
- Led a companywide rebrand encompassing the corporate office and ten branches located throughout the United States
- Planned and oversaw several large-scale events and secured over \$65,000 in sponsorship for the 2017 sales kick off meeting
- Led two direct reports (graphic designer and marketing associate)

Marketing Coordinator

Newton Medical Center, Newton, KS

April 2015 - September 2016

- Assisted marketing manager with redesign and launch of new company website
- Analyzed market trends to address business opportunities
- Increased social media presence by 30% in one year
- Implemented communication policies to ensure brand standards were being met
- Ad creation for print, digital and web

SKILLS

Email marketing (Eloqua), lead generation, data analysis, brand management, graphic design, Photoshop, Illustrator, InDesign, Premiere Pro, After Effects, Salesforce, WordPress, copywriting, proofreading, photography, videography, project management, AP style writing and basic knowledge of HTML/CSS