

SHANNON McKNIGHT

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SUMMARY

A “jill-of-all-trades” with 15+ years in marketing, business development, partnerships, product marketing, and project management with experience in product marketing, SaaS environments, TV, digital and social media, & events.

EXPERIENCE

SiriusXM & Pandora | Associate Director, Partnerships + Platform Marketing | Atlanta, GA 09/2021 - Present

- Source, negotiate, and execute strategic growth partnerships to drive trials, new users, and listenership for the SaaS products, the SXM App and Pandora.
- Develop, pitch, and execute partnerships while detailing KPIs, partner analysis, and financial impact on the business to internal and external stakeholders.
- Product marketing lead for the SXM App across iOS, Android, and Consumer Electronics (CE), developing content strategy, negotiating editorial content with App Stores, testing and implementing App Store Optimization, and developing a go-to-market strategy for the app’s marketing, content, and creative for mobile and CE devices.
- Implement content and creative strategies against Lippincott segmentation studies to better understand core and growth audiences to fine-tune the product and platform to address the customer’s needs.
- Collaborate with teams across business development, consumer marketing, CRM, multicultural marketing, content licensing, curation, and legal to implement business development and content partnerships.
- Coordinate and strategize editorial marketing support around content priorities for talk, news, music, and sports.
- Create co-marketing strategies for product placements and Ad Sales campaigns for film and television.

WarnerMedia | Manager, Adult Swim Marketing Partnerships | Atlanta, GA 09/2010 - 09/2021

- Developed and lead marketing campaigns and partnership strategies using linear, digital, event, and social solutions as part of Adult Swim’s in-house creative agency.
- Production, curation, and marketing lead for Adult Swim’s music initiatives and label collaborations, which resulted in 20 album releases and mixtapes between 2012 and 2021.
- Built and sustained relationships with brands, talent, vendors, and production partners to build brand and IP-centric campaigns alongside brand partners.
- Served as architect for the project management infrastructure integrating in-house billing and project management software to increase visibility and collaboration with internal teams.
- Oversaw multiple projects in various stages of development, sell-through, and implementation while also creating and maintaining production timelines, budgets, calendars, and communications, averaging \$10MM of budgets annually.
- Managed team of direct reports and provided professional guidance, distributed assignments, and optimized workflow.

PADV | Community Relations Associate | Atlanta, GA 08/2008 – 09/2010

- Designed and wrote content for print and digital promotional materials for fundraisers and events.
 - Drafted and designed web content, email marketing campaigns, and social media marketing strategies.
 - Established and created content for the Organization’s Facebook, Twitter, and blog pages, making it one of the first local organizations with a social media presence.
 - Developed Organization’s toolkit of presentations and marketing collateral, creating five unique toolkits based on target demographics and audience.
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SKILLS

partnerships, product marketing, consumer products, corporate alliances, branded content, events, marketing strategy, media planning, music licensing, music curation, artist management, graphic design, digital marketing strategy, content production, project management, data analytics, platform partnerships, business development, budget management, marketing solutions, relationship management, collaboration, mentorship, contract negotiation, presentation services

EDUCATION

Agnes Scott College, Decatur, GA | Bachelor of Arts