SHANON L. WOODRUFF

Marketing, Communications & Brand Leader

Team Development | Brand Strategy | Integrated Marketing | Corporate Communications

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Open to remote, hybrid, and on-site roles; self-funded relocation, subject to salary alignment.

EMPLOYMENT HISTORY

WESTSTAR

Senior Vice President | Marketing Director

November 2020 – October 2026

- Reestablished and developed WestStar's marketing department, building a high-performing team through coaching, performance reviews, and collaborative leadership. Led the integrated marketing and communications function for a $3.3 billion bank.
- Directed brand strategy, public relations, digital content, advertising, social media, events, and agency partnerships. Developed campaigns and communications for commercial and consumer audiences across the bank's business lines.
- Supported Salesforce Marketing Cloud readiness and planning, including audience segmentation and client onboarding journeys, before platform activation.
- Led a 2.5-year website transformation, directing content strategy, information architecture, cross-departmental collaboration, search engine optimization, user acceptance testing, and launch. The redesigned website recorded approximately 1.67 million sessions in 2025.
- Developed and implemented the organization's enterprise Brand Guide, establishing consistent messaging, visual identity, photography, creative standards, and brand applications across digital channels, physical locations, and corporate communications.
- Served as a strategic communications partner to senior leadership, advising on messaging, audience strategy, media relations, corporate announcements, organizational change, and major initiatives, including the proposed Southwest Capital Bank combination.
- Directed integrated digital marketing and advertising initiatives across search, display, video, email, and social media. In 2025, campaigns generated more than 2.7 million display impressions and 56,000 engagements.
- Guided organic social media growth across LinkedIn, Facebook, and Instagram, expanding the organization's combined audience from 5,377 followers at year-end 2022 to 7,591 by Q2 2026.

PROFESSIONAL SUMMARY

Marketing, brand, and communications leader with more than 20 years of experience connecting organizational strategy with integrated marketing programs, audience engagement, and a consistent brand experience. Brings banking and credit union experience across brand strategy, digital marketing, member and client communications, public relations, and marketing technology. At WestStar, reestablished and developed the marketing department and partnered with senior leadership and cross-functional teams on major initiatives. Brings 13+ years of people management across WestStar and evolve, including coaching, performance reviews, and agency collaboration.

EMPLOYMENT HISTORY CONTINUED

- Partnered with Digital Banking, Information Technology, Operations, Compliance, and business teams to support product launches, digital banking enhancements, technology transitions, fraud education, and coordinated internal and external communications.
- Led media, events, and community partnerships. Worked with Representative Veronica Escobar, mayors, and civic leaders on meetings, interviews, and public-facing activities.
- Coordinated communications and brand implementation for the opening of WestStar Tower, including relocation announcements, signage, interior branding, historical installations, and client-facing communications.
- Managed marketing budgets, external agencies, vendors, and production resources, balancing organizational priorities with cost management, creative quality, and consistent execution across channels.

THE PLAZA HOTEL PIONEER PARK

Marketing | Event Manager |

March 2020 – October 2020

- Played a central role in the opening and market introduction of The Plaza Hotel Pioneer Park following its $78 million historic restoration, coordinating launch marketing, public relations, media engagement, brand storytelling, and promotional activities before and after opening.
- Served as a media spokesperson, conducting television interviews and hosting journalists. Led tours that brought the hotel's history, restoration, and historic and contemporary artworks to life, engaging visitors through accessible storytelling and a sense of discovery.
- Helped establish the public identities of the hotel and its signature dining and entertainment venues, Ámbar and La Perla, through media relations, storytelling, photography, social media, promotional content, and experiences highlighting the property's cultural and historical significance.
- Collaborated with an external marketing agency, hotel leadership, ownership, photographers, media representatives, and operational departments to coordinate brand messaging, launch publicity, marketing initiatives, and consistent communications across public-facing channels.
- Managed media relationships, interview preparation, editorial visits, and coverage of the hotel's reopening. Addressed difficult pandemic-era media inquiries with measured messaging on city guidance, health and safety, and changing operating conditions.
- Planned and coordinated corporate, social, media, and special events, including an event involving more than 300 attendees, managing client relationships, vendor coordination, food and beverage requirements, event logistics, and guest experience.

CORE STRENGTHS

Bank & Credit Union Marketing | Team Development & Coaching | Integrated Campaigns | Brand Strategy | Member & Client Communications | Audience Segmentation & Lifecycle Communications | Digital Marketing & Content Strategy | Executive Communications | Media Relations | Cross-Functional Collaboration | Agency & Budget Management

EMPLOYMENT HISTORY CONTINUED

- Took on overlapping responsibilities across marketing, catering, events, public relations, and hotel operations during the COVID-19 pandemic, adapting communications, event execution, and guest-facing experiences to rapidly changing operational conditions.

EVOLVE FEDERAL CREDIT UNION

Assistant Vice President | Public Relations Specialist

January 2013 – March 2020

- Led integrated consumer marketing and communications across brand strategy, public relations, media relations, advertising, digital marketing, website management, social media, community engagement, and internal and external communications.
- Co-developed annual marketing strategies and campaigns, managed a marketing budget exceeding $1.5 million, and supervised marketing team members and external agency, media, design, print, and production partners.
- Developed and executed integrated promotional and awareness campaigns supporting membership engagement, financial products, organizational initiatives, and community visibility, coordinating digital, social, traditional advertising, public relations, and earned media.
- Led the redesign of evolve Federal Credit Union's website, overseeing the development of its digital presence, website content, messaging, and user experience to better represent the organization's brand, products, and services.
- Helped refine and strengthen an existing organizational rebrand, developing updated messaging, creative materials, advertising, and communications to establish a more consistent and recognizable identity across marketing channels.
- Served as a primary media spokesperson and public representative, conducting television, radio, and print interviews, managing media inquiries, preparing leadership for interviews, and communicating organizational initiatives, announcements, and sensitive issues.
- Increased combined social media followings by 80% over six months through audience development, content strategy, campaign execution, and consistent brand engagement.
- Developed and organized the Chihuahuas children's initiative as part of evolve's Social Purpose, a commitment to positive impact beyond core business. Worked with the wider team and local organizations to put that purpose into practice.
- Alongside daily marketing initiatives, personally hosted participants from local organizations at every home game during the El Paso Chihuahuas' first five seasons. Coordinated donated tickets, including opportunities for charitable fundraising auctions.

EDUCATION

Master of Arts, English — Rhetoric & Professional Communication

New Mexico State University | 2008

Bachelor of Arts, Anthropology

New Mexico State University | 2006

EMPLOYMENT HISTORY CONTINUED

- Developed communications supporting major organizational initiatives, including the Patronage Dividend program that returned approximately $2 million to more than 12,500 members, translating financial and operational information into clear, accessible member messaging.
- Partnered with organizational leadership on public communications, media strategy, reputation management, and marketing priorities, translating business objectives into coordinated campaigns and communications.

RANK SMART

Vice President | Content & Social Media |

2008 – 2015

Full-time through December 2012; consulting through 2015

- Led digital content, editorial strategy, search engine optimization (SEO), social media, and audience development across a portfolio of websites serving online education, senior living, and health and safety training audiences.
- Directed content planning, writing, editing, and publishing for multiple digital properties, translating complex subjects into accessible information tailored to distinct consumer audiences.
- Oversaw editorial and digital publishing initiatives for properties including Distance-Education.org, HousingForSenior.com, and Online CPR, maintaining consistency in content quality, search visibility, and audience relevance.
- Developed search-focused content strategies using keyword research, on-page optimization, website analytics, and performance trends to strengthen discoverability and guide ongoing editorial decisions.
- Built coordinated approaches to website content, social media, and email communications, connecting audience research with channel-specific messaging and engagement objectives.
- Managed ongoing website content updates and digital production workflows, balancing publishing schedules, editorial standards, site maintenance, and changing business priorities across multiple properties.
- Continued to support the business in a consulting capacity after the full-time role, contributing digital content, social media, and SEO expertise through 2015.

PROFESSIONAL LEADERSHIP & COMMUNITY INVOLVEMENT

American Bankers Association — Bank Marketing Conference Advisory Board Member and Featured Speaker | 2026

WestStar LEAD Program — Graduate | 2023

GiGi's Playhouse El Paso — Vice President of the Board | 2015–2016