

SHANON L. WOODRUFF

SENIOR MARKETING, COMMUNICATIONS & BRAND LEADER

Consumer & B2B Marketing | Brand | Communications | Digital Experience

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Professional Profile & Expertise

Senior marketing, communications, and brand leader with 20+ years across consumer and B2B marketing, corporate communications, public relations, digital experience, and enterprise change. Most recently SVP and Marketing Director for a \$3.3B+ bank, leading people, agencies, budgets, and cross-functional delivery.

Expertise: consumer and B2B marketing; sales enablement; brand strategy and governance; corporate and leadership communications; public relations; digital content and search; integrated campaigns; Salesforce Marketing Cloud; agency and budget management.

WestStar

Senior Vice President & Marketing Director | Nov. 2020-Oct. 2026 | Promoted to SVP Jan. 2025

- Built and modernized the enterprise marketing function across brand, B2B/commercial marketing, public relations, digital experience, client education, and marketing technology.
- Directed marketing and sales enablement for Commercial Banking, Treasury Management, Small Business, Wealth Management, Title, and other business services.
- Advised the CEO and senior leaders on audience, message, timing, and channel for major announcements, market expansion, and enterprise change.
- Led development of the enterprise brand system and Brand Guide, establishing messaging, visual standards, photography, and creative governance.
- Led website strategy, information architecture, content, search optimization, cross-functional review, and user acceptance testing.
- Directed paid media that recorded approximately 2.70M display impressions in 2025; search click-through rate was near 6.7% in Q3-Q4.
- Advanced onboarding, segmentation, Digital Banking messaging, and Salesforce Marketing Cloud integration with technical and business partners.
- Led a three-person marketing team, agencies, and vendors; managed a \$700K+ annual marketing budget. Presented WestStar's case study at the 2026 ABA Bank Marketing Conference.

The Plaza Hotel Pioneer Park

Marketing, Catering & Events Manager | Mar. 2020-Oct. 2020

- Joined the opening team for the \$78M restoration, supporting launch publicity, media relations, social media, events, and guest experience.
- Led day-to-day publicity and coordinated press, agencies, vendors, photographers, ownership, and hotel leadership. Planned and executed an event attended by 300+ people.

evolve Federal Credit Union

Public Relations Specialist to Assistant Vice President, Marketing | Jan. 2013-Mar. 2020 | Promoted to AVP Jan. 2018

- Led consumer-focused integrated marketing and communications spanning public relations, campaigns, brand, digital, advertising, community outreach, and organizational change.
- Served as a primary media contact and on-record spokesperson; managed reporter inquiries, interviews, leadership preparation, and announcements.
- Co-developed annual strategy and helped manage a \$1.5M+ budget. Managed three direct reports across design, writing, and social media, plus agencies and production partners.
- Refined an existing rebrand, helped develop a child-focused Social Purpose initiative, and grew the combined social-media network 80% over six months.

Rank Smart

Vice President, Content & Social Media | 2008-2015 | Full-time through 2013; consulting through 2015

- Led editorial strategy, content, search engine optimization, social media, analytics, and web publishing across online education, senior housing, and health/safety training.

Earlier Experience

New Mexico State University | Graduate Assistant | 2007-2008 - Taught undergraduate coursework and assisted faculty while completing graduate studies.

Human Rights Campaign | Web Services Intern | 2007 - Supported web content, HTML updates, email communications, campaigns, and analytics.

TACOM | Graphic Design & Print Production | 2000-2007 - Designed logos, brochures, signs, advertisements, and print collateral.

Education & Professional Leadership

New Mexico State University: M.A., English (Rhetoric & Professional Communication), 2008; B.A., Anthropology, 2006.

American Bankers Association Bank Marketing Conference Advisory Board, 2026; featured conference speaker, 2026.

WestStar LEAD Program graduate, 2023; GiGi's Playhouse El Paso, Vice President of the Board, 2015-2016.