

Shelly (Long) Allhands  
shellyallhands@gmail.com | [www.shellyallhands.com](http://www.shellyallhands.com) | (713) 498-5802 | Seattle, WA

## EXPERIENCE

Self Employed | 2023 - Present | Seattle, WA  
Freelance Communications Consultant

- Develop and execute social media strategies to enhance client engagement and brand visibility
- Oversee website content and maintenance, ensuring optimal user experience and up-to-date information
- Collaborate with clients to design and implement user-friendly and visually appealing web pages
- Produce compelling and tailored written content for various mediums, including websites, blog posts, press releases, and marketing materials
- Produce eye-catching visual content, including graphics for social media, infographics, and minor design elements for websites and marketing collateral
- Monitor and analyze social media metrics, website traffic, and email campaign performance to refine strategies for optimal results
- Provide clients with regular performance reports and actionable insight

Full-Time Parent | 2022 – 2023 | Seattle, WA

Redwood Housing | 2021 – 2022 | Seattle, WA  
Director of Marketing and Communications

- Devised comprehensive strategies and key messaging for effective communication across digital, print, and social media platforms
- Orchestrated all aspects of media relations and press interactions
- Skillfully navigated complex and rapid communications challenges, adapting swiftly to unexpected situations
- Crafted, edited, and approved content for external distribution, ensuring consistent and impactful messaging
- Pioneered a robust company-wide crisis communication plan within the initial 3 months, bolstering the company's reputation
- Instituted Redwood Housing's branding guidelines in the first 6 months, establishing a cohesive visual identity

Family Houston | 2020 – 2021 | Houston, TX  
Director of Marketing and Communications

- Developed a comprehensive 5-year marketing plan, overseeing its creation and initial implementation
- Formulated a detailed marketing budget and strategically distributed funds across multiple platforms
- Forged productive partnerships and collaborations with Marketing and other Board committees
- Sustained leadership in managing the communication internship program and its staff

Family Houston | 2018 - 2020 | Houston, TX  
Manager, Marketing and Communications

- Designed and executed marketing collateral and development campaigns to create engaging content
- Pioneered and executed a successful holiday giving campaign
- Revamped website to enhance SEO, engagement, resulting in a 7% decrease in bounce rate
- Managed social media accounts, achieving a 56% increase in engagement and reaching 5 times more people
- Authored all written materials, including published work in the Houston Chronicle
- Provided guidance and supervision to communications interns
- Cultivated media relationships, tripling media coverage since 2018
- Analyzed data to track marketing metrics across emails, social media, and website platforms

Piedmont Driving Club | 2016 – 2017 | Atlanta, GA  
Communications Director

- Produced and distributed the Club's newsletter and various written communications, focusing on content creation and design
- Designed impactful marketing materials for events to enhance promotional efforts
- Achieved an 8% increase in event attendance through strategic marketing campaigns

- Oversaw website content management, including updates and the creation of new web pages

Youth Haven | 2014 - 2016 | Naples, FL

Marketing and Development Coordinator

- Secured media placements including a cover story with Ebella Magazine
- Managed various social media accounts
- Created, wrote, and designed marketing literature
- Contributed to surpassing fundraising goals and securing Jeanette Walls as guest speaker at luncheon
- Collaborated on planning, coordinating, and implementing all organized fundraising events

Premier Sotheby's Realtor | 2013 | Naples, FL

Marketing Coordinator

- Managed scheduling of photo shoots and provided support to photographers during shoots
- Built client websites and maintained webpages, ensuring optimal functionality
- Created videos, designed flyers and direct mail pieces for property listings, collaborating with vendors as needed
- Developed magazine ads, negotiated advertising contracts, and managed marketing budget
- Prepared marketing materials for listing presentations and assisted with administrative tasks

## EDUCATION

Florida Southern College

BS Communications; Concentration in Graphic Design

Regents University in London

Study Abroad Program

## SKILLS, VOLUNTEERING, AND ENTREPRENEURSHIP

- Skills: Brand Management, Relationship Building, Social Media, Copywriting, Graphic Design, Email Marketing, Public Relations, Event Planning, Website Management, Digital and Print Advertising, Raisers Edge, Sharepoint
- Volunteering: Dog Foster: Houston Pets Alive, Humane Society of Atlanta, Humane Society of Naples; Soccer Coach: Optimist Club of Naples
- Entrepreneurship: But First, Let's Brunch. A startup brunch subscription service to connect women and help form friendships. [www.butfirstletsbrunch.com](http://www.butfirstletsbrunch.com)