

SHANNON CAMPIONE

shan23c@gmail.com | (630) 346-0567 | Elmhurst, IL 60126

Objective

Results-driven Marketing Intern with a proven track record of high productivity and effective task management. Expertise in digital marketing strategies, content creation, market analysis, data analytics, Adobe Creative Cloud, and WordPress. Demonstrated ability to communicate effectively and adapt to fast-paced team settings, driving innovative solutions.

Education

- Expected in 05/2027
Kenosha, WI
- Bachelor's Degrees** in Dual Degree - Business Management and Marketing, Minor in Graphic Design
Carthage College
 - Professional Mentor – Meet monthly with Carolyn Crosby, Vice President of HR at Gallagher
 - GPA: 3.9 out of 4.0, achieving the Dean's List all semesters

Experience

- 01/2026 – 02/2026
Carthage School of Business
Kenosha, Wisconsin
- International Business Immersion (Sweden)** - Sponsored by Carthage College
 - Selected to participate in a two-week international business program in Sweden, engaging with executives, presidents, and CEOs to learn about global business strategy, leadership, and corporate culture.
- 07/2025 - Current
Carthage School of Business
Kenosha, Wisconsin
- Marketing & Media Assistant**
 - Build and manage the School of Business's social media presence from the ground up, creating campaigns to promote programs and events.
 - Design graphics, videos, and promotional content to educate students on applied management and highlight key initiatives.
- 06/2025 – 12/2025
iManage LLC
Chicago, Illinois
- Marketing and Design Intern**
 - Partner with the global Design Team to refresh company illustrations, organize and maintain the Figma and Illustrator Master File, and enhance brand consistency across campaigns.
 - Support demand generation initiatives by conducting market research, analyzing target audiences, and assisting in campaign execution.
 - Collaborate cross-functionally with global marketing professionals to deliver creative solutions and drive campaign success.
- 08/2024 - Current
Velocity Consulting LLC
- Account Executive, Program Lead, and Lead Brand Ambassador** - Sponsored by Carthage College
 - Developed strong client relationships through regular communication and follow-ups.
 - Develop and present strategic recommendations to expand client outreach, optimize engagement, and foster long-term growth.
 - Oversee and coordinate the ambassador team, manage faculty partnerships, and represent Velocity at high-profile events, boosting engagement and participation by over 200%, the organization's highest in years.

Skills

- Performance optimization
- Product marketing and data collection
- Market research, forecasting, and analysis
- Adobe Creative Suite, such as Illustrator, InDesign, and Photoshop
- Social media marketing

Campus Involvement

- President**, Enactus. Leading members in leveraging business models for social and environmental impact.
- Director of Campus Outreach Programs**, Chi Omega Sorority, Focused on service, leadership, and personal development through community engagement initiatives.