

SHANNON *Denniston*

Certified data-driven CX advocate with 13+ years of experience in customer engagement strategy and creative execution.

EXPERTISE

Client Experience Management
Communications Strategy
Customer Retention Strategy
Content Strategy and Writing
Process Improvement
Voice of the Customer
Journey/Value Stream Mapping
UX Information Design
Corporate Writing
Brand/Campaign Management

CERTIFICATIONS

CXPA | October 2019

Certified Customer Experience Prof.

LinkedIn Learning | Jul 2019

UX Research Foundations

Google | Jun 2017

Google Analytics Certification
Google AdWords Search Certif.

HubSpot | Nov 2016

Content Marketing Certification

HubSpot | Aug 2016

Email Marketing Certification
Inbound Marketing Certification
Growth-Driven Design Certif.

PROFILE

As a tenacious go-getter, with 13+ years of experience transforming traditional interactions into engagements that connect with customers on a human level, I seek to align my expertise in leadership, customer experience strategy and communications with your reach for customer success and satisfaction. Using data to drive key decisions, I'm a performance-driven design-thinking enthusiast, creating exceptional experiences at every stage of your customers' journey.

WORK EXPERIENCE

Texas Capital Bank | Dallas Texas | 2018 – Present

VP, Client Experience Manager

- Formalized an evolving Client Experience strategy, while designing an all-inclusive Master Plan for the CX program, lining out initiatives for 2019 and beyond.
- Expanded and automated data collection, reporting and analytics for a richer view of client support detail (call volume, abandonment rate, top client issues, and historical trending YOY) as an aid to uncovering improvement opportunities that impact the overall experience.
- Evaluate new and lost treasury clients to illustrate net growth, reveal product and process gaps in the end-to-end experience, and formulate strategies around more effectively retaining clients.
- Ensure clients remain at the center of key business decisions by mapping out customer journeys, identifying customer pain points, and designing ideal interactions to offer personalized experiences.
- Assist in managing the Voice of Customer program, leveraging feedback and structured survey responses to paint a bigger picture and allow for the discovery and justification of changes needed to improve the front-end and back-end of each experience.
- Facilitate a review of major vendor and non-vendor related incidents, providing deeper insight into how the events impact both internal (business operations) and external (client and vendor) partners, while discussing the potential risk of recurrence, future response plans, and potential areas of improvement.

EDUCATION

University of North Texas

Master of Journalism,
Integrated Communications
Minor, Marketing

Sam Houston State Univ.

Bachelor of Fine Arts, Theatre
Minor, General Business Admin

APP. KNOWLEDGE

Basic HTML/CSS

HubSpot

InDesign

MailChimp

Marketo

MAStermind Business

OneTrack

Q2

Qualtrics

Salesforce

SendGrid

Weebly

WordPress

Ambit Energy | Dallas Texas | 2016 – 2018

Customer Experience Manager

- Encouraged internal teams to look beyond the brand promise, putting customers at the center of business decisions and corporate strategies.
- Assisted in developing a company-wide blueprint to continually uncover hidden pain-points and implement solutions designed to enhance the overall customer experience.
- Revamped the Voice of Customer program using the Qualtrics system.
- Wrote content and managed digital customer communications.
- Improved operational components of online customer platform.
- Developed and maintained email strategy and content.
- Designed journey map(s) and provided actionable insight for current and future planning.
- Identified process and communication gaps, while concurrently offering solutions that improved the customer experience overall.

Monitronics International | Dallas, TX | 2013 – 2016

Customer Interaction and Lifecycle Manager

- Used every touchpoint along the customer journey to drive value and build trust by ensuring each interaction was purposeful and effective.
- Transformed customer communication strategy on the web, in the mail and through the call center by streamlining all interactions with a unified voice and purposeful messaging.
- Administered all customer engagement and nurturing campaigns from end-to-end, including the creative development and vendor management of fulfillment letters, phone scripts, emails and content for the online customer portal.
- Researched, evaluated and improved upon internal systems and structures used to support customer-facing interactions and deliver better customer experience.
- Launched a customer listening program intended to analyze customer data and feedback, to build business and communication strategies around improving the overall customer experience.
- Directed and managed the Customer Relationship Management department, identifying proactive outreach campaigns that sought to increase long-term loyalty.

Torchmark Corporation | McKinney, TX | 2011 – 2013

Creative Manager, Customer Retention

- Collaborated with the internal marketing team, IT and customer service management to develop strategies and materials that encouraged customer engagement and retention as we simultaneously built up current business to increase profitability.

- Prioritized brand loyalty as a key business objective, helping to center retention-based decisions and marketing programs around customer needs and wants.
- Boosted profitability, while collaborating with the internal teams to develop a consistent voice and direct messaging tactics that could add value to the customer relationship.
- Maintained an ongoing email engagement program, which included writing content tied to various stages of the customer journey and coordinating the regular distribution of emails through tools like MailChimp.

ShanDen Expressions | Frisco, TX | 2008 – 2014

Independent Content Strategist/Writer

- Created digital and direct mail strategies and content for clients looking to maximize audience reach and ongoing engagement, through both online and offline marketing efforts.
- Developed and assisted organizations in curating and managing the useful, usable content that effectively communicated "why" customers should do business with them.
- Helped companies understand the importance of evaluating and aligning overall business goals with customer needs and wants, before translating content into a consistent brand voice that connected with customers on a human level.
- Maintained editorial relationships and published several articles in Living Magazine, Frisco Style Magazine and ON Magazine.

Complete Landsculpture | Dallas, TX | 2008 – 2009

Marketing Manager

- Reestablished the company as luxury landscape experts in the landscape architecture and design industry.
- Increased local brand awareness, overall sales and lead generation by refreshing the corporate image through every public facing aspect of the organization.
- Improved the effectiveness of all inbound marketing tactics by restructuring the corporate communications strategy, and helping the organization better connect with customer through the natural beauty an outdoor oasis can create.
- Further engaged prospective and existing customers by writing all content and managing the redesign of a corporate website, sales collateral, print ads, editorial coverage in relevant local magazines, and continued community involvement.
- Helped optimize overall online presence by developing and maintaining an enriched strategy around content, SEO and tracking online success with tools like Google Analytics.