



SHAUNAH MARGARET

ASSOCIATE CREATIVE DIRECTOR

I am a writer, speaker, DEI advocate, and entrepreneur. My passion is to help people realize their dreams and provide the resources to help them execute it, especially for women and people of color. My two superpowers are creativity and mentorship, and I have combined both to carve out a path for myself as an entrepreneur and a change maker. My hope is to find a senior-level writing position that can best utilize my skillset to make a difference in people's lives.

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- www.womenwhocreate.org

EDUCATION

BFA, ADVERTISING DESIGN
College for Creative Studies
Detroit, MI
2008 – 2012

AA, ART
Henry Ford Community College
Dearborn, MI
2006 – 2008

EXPERTISE

PROFESSIONAL

- Public Speaking
- Writing Skills
- Problem Solving
- Leadership
- Non-profit Management

TECHNICAL

- Adobe Creative Suite
- Email Marketing
- Social Media
- Advertising Copy

WORK EXPERIENCE

Executive Director

Women Who Create, New York | 2017 – Present

- Created a mentorship program that connects women of color in college pursuing ad, fashion, music, or tech with women already in the field, bringing together 1,000+ women across the U.S.
- Recruited a team of 20 volunteers who assist me in program management and ideation.
- Created a database of 900+ creative women of color for hire, implemented a grant program for WOC to pay for school or a creative project, a large-scale digital event focused on personal and professional development through the lens of the WOC experience, and I'm currently working on executing a mentorship matchmaking web application.

Copy Supervisor

FCB Health, New York | 2021 – 2022

- Led a team of junior copywriters and art directors to create 360-degree advertising content for our clients and participated as a mentor for their Moxie mentorship program.
- Spearheaded content creation for the launch of a new type 2 diabetes medication, including a patient brochure, social media posts, community management responses, and claim development.
- Implemented a new template for creative brainstorming that the team now uses for briefings and developed a guidebook for our client's creative parameters.

Senior Copywriter

Rauxa, New York | 2018 – 2021

- Led a team of junior copywriters and art directors to create CRM content, website copy, and quarterly newsletters for our clients – Verizon and Blue Shield of California.
- Managed the copywriting for the launch of Verizon's first credit card, the Verizon Visa Card which resulted in 500k signups in the first 30 days.

AWARDS

EnrichHER grant recipient

EnrichHER
2021

MAIPer to Watch

4A's
2020

50 Under 30 list

The Drum
2020

#MoreLikeMe program recipient

HP
2019

COMMUNITY INVOLVEMENT

VERIZON

AdFellow mentor
NYC, 2021

4A's MAIP

Mentor, candidate interviewer, and speaker
NYC, 2012 - present

SHE RUNS IT

Mentor
NYC, 2019-2020

INTERESTS

- Hosting Women's Circles with the phases of the moon
- Acoustic guitar
- Astrology
- Traveling

- Initiated the agency's first employee resource group for diversity called Rauxa All. I helped organize events per cultural holidays throughout the year, I created an IG account for the agency and prospective employees to learn about DEI, and I created a newsletter written by our staff on relevant topics in the world. This increased surveyed employee satisfaction by 15%.

PROFESSIONAL DEVELOPMENT

Future Manager Program 2022
FCB Health, NYC

Disrupting Everyday Bias 2022
FCB Health, NYC

Stronger Allies Series 2022
FCB Health, NYC

EnrichHER Business Financing Accelerator Program 2021
EnrichHER, NYC

Vital Voices Leadership Incubator 2020
Vital Voices, NYC

HP's #MoreLikeMe program 2019
HP & 4A's, Cannes, France

SPEAKING ENGAGEMENTS

4A's Foundation Career Day 2022
4A's, NYC

Make Your Marketing 2021
The Mixx, NYC

Career Day 2021
Fashion Institute of Technology, NYC

Make Moves Summit 2021
Women Who Create, NYC

Cannes Can 2021
Cannes Diversity Collective, Inkwel Beach

MAIP Orientation 2020
MAIP, NYC