



# SHALAN HESS

## MARKETING DIRECTOR

## SOCIAL MEDIA STRATEGIST

### CONTACT

Phone 5037916973

✉ shalanhess@gmail.com

Portfolio runwildshalan.com

in linkedin.com/in/shalanhess

Instagram @runwildshalan

### ABOUT

Dedicated writing professional with a wealth of experience in effective editing, marketing, and communication. My background is varied, and – with that – comes the ability to turn my hand to most any task. I am a born wordsmith and get excited about crafting strategies that connect with an audience.

### WORK EXPERIENCE

**Marketing Director** 2017 – Present  
The Astor Building LLC Astoria, Oregon

Responsible for: Strategic planning, development and implementation of all marketing related projects for The Norblad Hotel, The Ruins at the Astor, and Caruana Inc | Social media content creation and weekly reports | Generate and monitor effectiveness of all marketing campaigns | Cohesive content | Website design and development | Influencer engagement | Partnerships and tactical agreements.

**Owner/Operator** 2017 – Present  
Astoria Farms Inn Astoria, Oregon

Responsible for: Astoria Farms Inn Vacation Rental | Established new operation marketing processes | Manage online website presence | Social media content creation and monitoring | Monitor and respond to guest's needs and concerns | Insure cohesive outflow and adherence to apt trends.

**Freelance Consultant** 2009 – Present  
South Crow Studio, Astoria, Oregon  
Run Wild Shalan

Responsible for: Successfully working with various clients with various marketing, clients | Established new operation marketing processes | Manage online website presence | Social media content creation and monitoring | Monitor and respond to guest's needs and concerns | Insure cohesive outflow and adherence to apt trends.

**Print & Social Media Specialist** 2016 – 2018  
Astoria Public Library Astoria, Oregon

Responsible for: Content creation | Design of all print and digital media | Library branding including logo creation | City website management and design | Standardizing print media including signage and calendars | Initiating library social media and publishing content | Official decal design for doors and windows.

### EDUCATION

Bachelor of Arts in English 2003 – 2008  
University of Georgia Athens, Georgia

### HOBBIES



Rescuing Animals



Camping



Travel



Photography



Hiking

### SKILLS

**Languages** English Native  
ASL Proficient  
Spanish Conversational

**Programs** Adobe Competent  
MS Office Excellent

### STRENGTHS

Resilient Creative Empathy

Public Speaking Presenting

Time Management Editing

Content Communication