



SHANNON KEELY COOK

**LIVE EVENT PRODUCER & STRATEGIC
EXPERIENTIAL MARKETING CONSULTANT**
BUILDING IMMERSIVE BRAND EXPERIENCES FROM
CONCEPT TO SCALE

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EDUCATION

Master of Science in Digital Marketing

Western Governors University,
2022 - 2024

Bachelor of Science in Marketing

Western Governors University &
The Ohio State University, 2022

SKILLS

Marketing Tools & Platforms

- Google Analytics, Meta Ads, HubSpot, Mailchimp, Eventbrite, Squarespace, WordPress

Design & Branding

- Adobe Creative Suite (Photoshop, Illustrator, InDesign), Canva

Event Production & Logistics

- Cvent, Splash, Asana, Vendor CRM Management, Budgeting, Scheduling, Floorplan Design

Strategy & Communication

- Brand Development, Sponsorship Activation, Experiential Storytelling, Vendor/Talent Relations, Copywriting

REFERENCES

Krista Momsen, The Baird Center

📞 414-908-6077

Mary Kate Riccardi, WGU

📞 385-428-8418

PROFILE

Dynamic event marketing strategist and experiential producer with over 12 years of success building live events from the ground up. Proven ability to scale original concepts into high-performing event brands with tens of thousands of attendees and six-figure revenue streams with zero capital. Master of Science in Digital Marketing with a hands-on background in end-to-end event execution, marketing analytics, and brand development.

EXPERIENCE

LIVE EVENTS BY SHANNON KEELY

Founder & Executive Producer

2012-Present | Houston, TX (Open to Relocation)

Built original live event brands and produced corporate activations from the ground up, serving as strategist, brand developer, and on-the-ground producer for large-scale, high-ROI experiences.

Revenue Growth & Brand Building

- Founded Bitchcraft Fair, a multi-city marketplace blending art, activism, and experience; scaled to 50,000+ annual attendees and 700+ vendor booths/year across 5 U.S. cities.
- Grew six-figure event revenue within one year with zero startup capital and sustained profitability through COVID recovery.
- Created full brand identities, websites, logos, and collateral for each event; oversaw organic and paid digital growth.

Sponsorships & Partnerships

- Partnered with Live Nation and Levy Restaurants to co-produce and activate branded concessions experiences, leading to \$20K+ in single-day food & beverage sales.
- Negotiated \$15,000 in cost savings on behalf of a corporation (Surgere) for a major title sponsorship.
- Coordinated Honda Indy Grand Prix Fan Zone activation, aligning branding, venue teams, and public engagement for maximum reach.

Marketing & Digital Strategy

- Achieved 24% online ticket conversion rate (vs. 12% industry average).
- Managed email, paid social, influencer, and press campaigns across multiple concurrent cities.
- Used first-party data to build lookalike audiences, optimize ad spend, and boost ROAS across events.

Event Production & Vendor Management

- Executed over 20 large-scale live events from the ground up.
- Personally coordinated hundreds of vendors per year while balancing venue logistics, programming, VIP guests, and safety.
- Directed programming such as live-action roleplay, traditional cultural showcases, and corporate hospitality lounges.