

Shannon GIORDANO

Communications & Engagement Expert

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PROFESSIONAL EXPERIENCE

EXECUTIVE ASSISTANT II/PUBLIC INFORMATION SPECIALIST/ March 2019-January 2025

New Castle County Department of Public Works, New Castle, DE

- Led the creation and distribution of a quarterly employee newsletter and organized department-wide events to foster employee engagement and communication.
- Worked directly with the department's General Manager and management team to develop and execute communication strategies for Public Works initiatives.
- Developed and managed social media content across platforms to enhance community engagement and outreach for county programs, including Clean Stream Champion and the Great Schools Clean Streams contest.
- Oversaw content development and management of the department's websites, ensuring an optimized user experience and collaborating with external agencies when necessary.
- Coordinated and executed two annual Zoom webinars for New Castle County residents and contractors on stormwater facility maintenance, handling content, promotional materials, marketing, and technical facilitation.
- Managed the discount rain barrel program for residents, promoting participation through social media and partnerships, and overseeing sales and pickup events.
- Designed and procured signage and visual aids for county properties and departmental presentations, improving communication and visibility of programs and events.
- Responded to media requests, including managing interviews with management and professionals to ensure adequate public communication and representation of the department.

PUBLIC RELATIONS & SOCIAL MEDIA COORDINATOR/ May 2016-January 2019

Delaware Nature Society, Hockessin, DE

- Managed the organization's social media presence on multiple platforms, creating and scheduling original content, increasing Facebook page likes by over 50% and Twitter (now X) followers by more than 40% within two years.
- Created and managed promotional materials, including Facebook ads and short videos, to effectively promote events and programs while producing monthly and quarterly reports on social media metrics.
- Coordinated all public relations events for the organization, including writing, editing, and distributing press releases, and pitching stories to local media, such as the article "12 Ways to Help Delaware Birds" published on DelawareOnline.com.
- Wrote and edited articles for member newsletters distributed to approximately 4,000 households, ensuring clear communication of the organization's news and initiatives.
- Responded to media requests and managed interviews with management and professionals, maintaining a proactive and accessible public image for the Delaware Nature Society.
- Collaborated with outside vendors for media buys, including radio ads, to enhance outreach and engagement with the community.

TRAINING & DEVELOPMENT REPRESENTATIVE/ March 2010-January 2014

Lockheed Martin, Information Systems & Global Solutions (Acquired by Leidos, 2016), King of Prussia, PA

- Promoted security education and awareness by creating various educational materials, including fliers, videos, training modules, and posters tailored for the IS&GS employee population.
- Facilitated classified indoctrinations for newly cleared employees, conducted the Security portion of new employee onboarding and training, and delivered annual Counterintelligence briefings to the Valley Forge employee population.
- Wrote, edited, designed, and published a biannual newsletter highlighting the Security Education & Training department's products and activities, contributing to effective internal communication.
- Assessed training needs by analyzing security incident reports and filling identified gaps through targeted educational initiatives.
- Assisted with proofreading and editing all security-related articles and materials before publication, ensuring accuracy and clarity in communication.
- Managed the department's presence on Eureka Streams (internal social media platform) by developing a communications plan and regularly posting to increase employee engagement.

COMMUNICATIONS SPECIALIST/ August 2004-March 2010

Blue Cross Blue Shield of Delaware (now Highmark Blue Cross Blue Shield Delaware), Wilmington, DE

- Wrote, edited, and designed a bi-monthly online employee newsletter distributed to 700 employees.
- Created communication strategies for internal and external audiences, and crafted, produced, and designed the necessary materials to effectively engage diverse groups, including clients, employees, doctors, and customers.
- Designed presentations and visual aids for marketing representatives and executives.
- Managed special projects and events, including internal events and public sponsorships.
- Worked closely with an advertising agency and graphic designers to develop marketing pieces, educational materials, and advertising campaigns (including print, radio, outdoor, and television ads).
- Assisted with developing media statements, press releases, and crisis communications.
- Designed promotional materials for both internal and external use.
- Collaborated with company webmaster to design, edit, and publish internal and external web pages.

EDUCATION

Bachelor of Arts in English; concentration in Business & Technical Writing – University of Delaware, Newark, DE

ADDITIONAL SKILLS

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| • Adobe InDesign | • Microsoft Teams | • Canva |
| • Adobe Photoshop | • Zoom/Zoom Webinar | • Loomly |
| • Adobe Premiere | • WordPress | • Meta Business Suite |
| • Microsoft 365 | • MailChimp | • Google Analytics |
| | | • Square |