

# Shawn (Brogan) Diddy

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## Brand Management /Sales/ Integrated Marketing

- Driven and creative professional with 20 years of experience from entrepreneurial start-up to large corporate marketing and communications, from health care to various categories of retail industries including multimillion-dollar and celebrity driven companies.
  - Respected member of creative teams, multimedia divisions and corporate communications departments. Conceptualize and orchestrate marketing campaigns that effectively reinforce and build brand images.
  - Expert in the technical, conceptual and content development of sales-driving collateral. Proven ability to drive record-high marketing campaign response rates and execute successful product launches. Oral & written communications expert in sales, integrated marketing, video, online and social media marketing.
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## Skills

Marketing Strategies & Campaigns  
Corporate Communications  
Presentations  
Product Positioning & Branding  
Web & Print Content Development

Focus Group & Market Research  
Development of Training Materials  
Sales Collateral & Support  
Public & Media Relations  
New Product Launch

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## Professional Experience

### **MAHARISHI UNIVERSITY & MAHARISHI FOUNDATION/ TM.ORG, Fairfield, IA –**

#### **Marketing Department and Admissions Project Manager, 2018 to present**

Produced marketing videos and still photoshoots. Media and social media writing. Project management for recruitment and Admissions office. Public speaking and marketing presence. Produced monthly live "café show" marketing event. Development.

### **SHE DID IT PRODUCTIONS, Los Angeles, CA – Branded Entertainment/ Integrated Marketing/ Retail**

#### **Marketing Consultant, 2013 to Present**

Manage corporate marketing and communications functions. Direct brand management, PR, media relations, corporate positioning, product launches, advertising, sales collateral and tradeshow marketing. As product/ brand spokesperson, act as the client's point of contact and advocate during all phases of the project, from the pitch to contract fulfillment as well as on camera execution on TV Shopping. Travel extensively to client sites and trade shows to visit with product managers, brand managers and marketing professionals to describe & understand products, conduct project meetings and give presentations showcasing final results. Success and results from direct, indirect, cause, relationship and niche marketing.

- Develop and execute branding, sales and marketing plans for clients in the jewelry, beauty, crafting, hard and soft home, fashion, electronics and literary categories for all distribution channels. Work with clients to develop design documents and project plans, marketing plans, product development, and sales strategies.
- Determine target markets for clients, SWOT analysis, facilitate on-line alliances, viral marketing, SEO, project management, and organizational troubleshooting.
- Utilize network of business partners to provide outsourced services including video production, media buys, ad space, negotiation of advertising exchanges, integrated marketing, DRTV exposure.
- P&L and payroll responsibilities.
- Acquire new business through networking, cold calling, and online marketing efforts, and sales strategies.
- On teams to launch television and internet based direct response and retail start-ups.
- Successfully promote products, books, events, films and meetings.
- Use an integrated approach to create balanced programs for clients to build their respective brands and businesses.
- Clients include: Conair, Capillus/ Curallux, MicroPro Beauty, Kalorik, Logitech, ScalpMed

**FREELANCE PRODUCTION MANAGER, Los Angeles, CA** – *Events, Conferences, Video Production*

- **Unit Production Manager**, 1/2008 to Present (She Did It Productions, Pixel Labs/ Imaginout Entertainment)
- **For IFP Services** 2008 Assistant Unit Production Manager for feature length independent film, "Splatter" (\$6Mil Budget). Reported directly to the UPM
- **For theshops.tv** 2015-2016: Under the supervision of EVP, coordinated, facilitated and oversaw the preparation of the production units, off-set logistics, assisted with day-to-day production decisions, locations, budget schedules and personnel on L.A. locations.

**THE SHEPPARD, Los Angeles, CA** – *An independent, innovative marketing agency based in the heart of Los Angeles, dedicated to creating strategically relevant marketing experiences for clients.*

**Freelance Conference Coordinator**, 2013-2014

For CABI / THE SCOOP FASHION EVENT (DENVER, CO) July 17, 2014 - July 19, 2014 Colorado Convention Center- 3,500 Attendees.

- Managed the delivery of assigned aspects of media for event on time and on budget and maintained cost tracking and reporting. Used expertise in children's casting. Acted as Lead Casting Director in successful search for host of event and dancers for main stage performance.
- Collaborated with One Smooth Stone during live event as part of production team.
- Worked as part of production team with Imaginout Entertainment to create CABI marketing videos.

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**TELEVISION SHOPPING SALES: PRESENTER/ HOST, United States** – *National Electronic Retail Channels*

**HSN** 2017-2018, **Theshops.tv/ ShopLC**, 2015-2017 **ShopNBC/ShopHQ/ EVINE Live**, 2010 to 2015

**Scripps Networks/ Shop At Home/ Jewelry Television**, 2002 to 2008, **QVC**, 2000-2002

- Led market launch of 1000 products in one year. Identified opportunities, researched new product possibilities. Collaborated with team and created campaigns generating projected potential \$10M in sales. Efforts credited as instrumental in investor relations and in closing numerous high-level deals.
- Created corporate forms, documents, handbooks and business partner welcome materials.
- Product Expert representative for Micropro Beauty tool 2015, ScalpMed 2014, Belita Jewelry 2010, Kalorik Kitchen 2009, OXO Kitchen Goods 2008. PreZerve Line 2000-2002
- Developed business strategies and created sales presentations from working with vendors to being the "face" of national networks in live on-air presentations.
- Worked with Marketing Department to effectively identify, prioritize and communicate requirements for customer analytics, data and reporting to maximize functionality and acceptance within a dollar and resource budget.
- Worked with marketing team on focus group and in-home shopping studies
- Official Blogger for Jewelry Television and JTV.com
- On production team for launch and official Co-Host of "From Emeril's Kitchen" with Food Network's Chef Emeril Lagasse- \$5.2 million in sales in first year. Increased kitchen sales 30 percent.
- Integrated marketing with HGTV and DIY Network co-host of Shop At Home's "Let's Get Crafting". Developed product line and dramatically increased department sales over two-year period.
- Estimated personal gross sales \$9.6million/yr of \$28 million total sales at Shop at Home 2005.
- On teams to redesign/ streamline effectiveness of testimonial calls and functionality of tech information sheets to define and implement best business practices for the merchandising function

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**KREBER, High Point, NC** – *Marketing agency providing omni-channel marketing services for B2B and B2C*

**Model Director**, 4/1997 to 5/1998

Model Director and member of creative team. Assisted in branding, campaign and content creation process. Assisted with direction, props and design for over 45 photography and video set areas in one of the largest studios in the nation for asset creation: catalogs, look books, displays, print advertisement, video commercials.

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**Education/ Certification**

**MAHARISHI UNIVERSITY OF MANAGEMENT- PhD Candidate- Management 2021**

**TOWSON UNIVERSITY, Towson, MD - Master of Arts Degree – Mass Communications**

**UNIVERSITY OF NORTHERN IOWA, Cedar Falls, IA – Bachelor of Arts Degree- Liberal Arts**

**Neuro Linguistic Programming Practitioner** (*National Federation of NLP*)

**Certified Personal Trainer & Health Coach** (*American Council on Exercise*)

