

LACEE SHEPARD

616.755.4341 | lacee.shepard@gmail.com | laceeshepard.com

EXPERIENCE

Director of Business Development

Jan. 2024 – present

Eighth Generation | Seattle, WA

- Lead and oversee projects, customer service, and wholesale departments.
- Support executive-level business direction and initiatives.
- Drive new growth and improvement within the organization.
- Note: continue to complete Senior Project Manager tasks.

Senior Project Manager

Nov. 2022 – Jan. 2024

- Organized and facilitated over \$30,000 in corporate donations.
- Streamlined and managed custom label orders.
- Led and oversaw Projects and Customer Service teams.
- Note: continued to complete Project Manager tasks.

Project Manager

Feb. 2022 – Nov. 2022

- Resolved conflicts and negotiated successful solutions with internal and external stakeholders.
- Built and executed strategies for concurrent projects to meet established deadlines, resulting in over \$1 million in gross sales.
- Provided clear direction to internal and external teams, setting expectations and due dates for deliverables.
- Identified gaps across projects and strategies and recommended resolution methods.
- Documented project requirements, processes, and procedures—scheduled and facilitated project meetings.

Communications Coordinator

Nov. 2018 – Jan. 2022

SMART | Detroit, MI

- Coordinated with internal stakeholders to ensure consistent messaging across all marketing channels.
- Supported outreach efforts through in-person community engagement.
- Wrote, edited, and distributed press releases and media alerts to promote company initiatives while managing all media inquiries.
- Employed practical verbal and written communication skills to communicate with all levels of the organization.
- Developed and managed content for websites, blogs, newsletters, and social media channels to drive engagement and establish a consistent brand voice.
- Increased brand awareness via social media management and SEO integration on digital channels.

Social Media Specialist

May 2017 – Nov. 2017

General Motors (Contract) | Detroit, MI

- Monitored social media channels and identified opportunities to improve customer experiences.
- Created messages, position statements, and other corporate communications based on the company's objectives.
- Managed online discussions and responded to user comments, concerns, and questions.
- Collaborated with cross-functional teams to ensure the successful execution of client cases.

Public Relations Specialist

Feb. 2016 - April 2017

Aristeo Construction | Livonia, MI

- Developed strategies to improve public awareness of the organization's mission or goals by leveraging existing relationships with influential individuals.
- Prepared reports, client proposals, and marketing collateral by translating complex details into understandable graphics and written text.

- Designed and developed new website pages based on company needs.

Marketing Support Chat Advisor

Sept. 2014 – Feb. 2016

General Motors (Contract) | Detroit, MI

- Engaged customers through online chat tools to provide information about products and services.
- Acted as a liaison between customers and local dealerships to arrange services and sales assistance.
- Communicated large-scale marketing efforts directly to customers.
- Attended scheduled training sessions, department meetings, and company events to build expertise and promote company image.
- Provided personalized customer support that translated into dealership sales leads.
- Logged information about customer support interactions by inputting data into company systems.

Freelance Writer

May 2014 – Sept. 2014

Great Lakes Echo | Remote

- Wrote and edited text for grammatical correctness, clarity, and tone.
- Revised and proofread existing content for quality.
- Ensured each article was presented with authenticity and creativity to engage readers.
- Liaised with subject matter experts to develop and refine content.
- Conducted online research to obtain relevant information and materials.

Public Relations Assistant

May 2013 – May 2014

Michigan State Lottery | Lansing, MI

- Wrote press releases and other media communications to promote client wins.
- Responded to requests for information from local media and designated the appropriate spokesperson and information sources.
- Engaged players through online forums and emails to understand and anticipate customer service needs.
- Provided account information to customers and explained policies and customer rights.

EDUCATION

Strategic Communications, M.A.

Michigan State University | East Lansing, MI

May 2022

Certification: Digital Media & Audience Analytics

Journalism, B.A.

Michigan State University | East Lansing, MI

May 2014

Focus: Editorials

TECHNOLOGY

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| <ul style="list-style-type: none"> • Adobe Creative Suites:
Including InDesign, LightRoom, & Illustrator • Professional Social Media:
Including LinkedIn, Twitter, Facebook, & Facebook Business Suite • Survey Monkey • Trello | <ul style="list-style-type: none"> • Google:
Including Analytics, Business, & Forms • Microsoft Office:
Including Word, PowerPoint, Excel, & Outlook • Mailchimp • Oracle / Siebel CRM |
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