

Shahlayo Ranson

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Key Skills

- Project Management
 - Strategic Content Planning & Execution
 - Innovation & Workflow Improvement
 - Digital Content Strategy
 - Media Production
 - Social Media Management
 - KPI Measurement & Analysis
 - Stakeholder Management
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EXPERIENCE

Sr. Digital Content & Marketing Specialist

Assurant

October 2023 - Present

- Partner with digital marketing COEs and relative enterprise or LOB teams to develop amplification strategy for multi-touch organic and paid marketing campaigns.
- Leverage relevant emerging digital marketing trends and advocate for their adoption while working collaboratively with other digital team members to develop and maintain digital sales enablement libraries for LOB sales team leads.
- Ideate and execute on "micro-content" opportunities from core content assets, such as ebooks, white papers, podcasts and webinars.
- Developed tradeshow media content marketing plan for cross LOB use that resulted in 84K+ reach and 654+ engagements in first implementation.

Social Media Marketing Manager

Assurant

April 2020 - October 2023

- Copywrote organic social content and managed editorial calendars for domestic and global teams to support always-on content initiatives for LOBs and Enterprise needs for 120K+ followers across owned social media platforms, resulting in 215.1% increase in engagements to date.
- Scheduled and managed organic social content in Sprinklr and coordinated project management via Monday and Robohead.
- Lead and managed employee advocacy program & content curation, resulting in 137% increase in shares, 79% increase in reach and 59% increase in engagement to date.
- Liaised between internal teams and external agencies to build out social strategies and programs from concept to launch as enterprise subject matter expert for virtual and in-person initiatives.
- Analyzed content performance analytics and benchmark metrics to optimize social campaigns and strategies.
- Trained Comms, LOB and C-Suite teams on proper use of employee advocacy tools for thought leadership and content publishing best practices.

Social Care Specialist

Assurant

January 2019 - April 2020

- Community managed to create and maintain positive online sentiment across all channels as part of social care team via social listening & engagement. Overall: 86% increase in third party online sentiment and 600% volume increase to date.
- Documented and engaged with customer interactions across most major social channels and customer review sites to initiate resolutions for customer complaints. Handled 5.3k interactions to date.
- Led initiative to catalog and tag customer reviews for public display. Processed 9k reviews to date.
- Maintained oversight on internal communications channel to ensure adherence to company policies.
- Adhered to SLAs and internal procedures to ensure project stakeholders' needs are being met.

Producer/Editor/Camera Op

Seventh Division

November 2009 - January 2019

- Produced, shot, edited and wrote video/photography content for web and broadcast applications, resulting in 851k views for client projects to date.
- Project managed key corporate and non-profit accounts to deliver on-deadline and on-budget content. Liaised with clients including: Charles Schwab, Boys & Girls Clubs of America, The King Center, SureFit/SPS and Piedmont Healthcare.
- Consulted with clients to determine use-case by utilizing performance metrics to effectively leverage content through social media and traditional marketing.
- Built client relationships and served as a trusted advisor to ensure successful multimedia marketing campaigns via blogs, webinars, podcasts and other experiences.

Lead Designer/Creative Strategist

Ranson Productions LLC

November 2009 - January 2019

- Lead design strategies for diverse clients by determining best practices for project deliverables and utilize current design trends to ensure usability and effectiveness.
 - Developed brand identities through in-depth brand audits with clients and use resulting data to design logos, packaging and other brand collateral.
 - Designed training and presentation assets for various clients including: PowerPoint presentations, annual reports, flyers, brochures and various other elements for digital media campaigns.
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EDUCATION

University of Florida

University of Florida • 2016

- Master of Arts (M.A.), Mass Communication (Global Strategic Communication)

Art Institute of Atlanta

Art Institute of Atlanta • 2009

- Bachelor of Arts (B.A.) - Media Arts