



SHAUHN RADER

Design & Marketing Specialist

ABOUT ME

As an accomplished marketing professional with 17 years of experience, I bring a well-rounded, strategic approach to digital marketing—backed by both a formal degree in the field and extensive real-world success. This combination equips me with a deep understanding of marketing principles and the practical leadership skills needed to guide and align teams effectively.

My expertise spans the full spectrum of digital marketing, including organic and paid social media strategy, Google advertising, website and landing page design, SEO, and online reputation management. I've led creative teams through the development of high-performing campaigns that balance compelling design with data-driven results.

Because I understand the theory and the execution, I'm able to manage cross-functional efforts with clarity, ensuring each team member is contributing toward a cohesive, goal-oriented vision. I'm also passionate about innovation, integrating emerging technologies like AI and virtual reality into campaigns to stay ahead of trends and deliver fresh, engaging content. With a collaborative leadership style, a strong creative eye, and a commitment to measurable impact, I'm confident in my ability to lead high-performing teams and drive sustainable marketing success.

EDUCATION

Bachelor of Arts
University of Tennessee
2003 - 2008

EXPERTISE

Team Management
Artificial Intelligence
Digital Marketing
Social Media
Virtual Reality
Graphic Design
Branding
Web Design
SEO

REFERENCE

Jeffrey Nichols
adPharos / Owner & CEO
Phone: +404-439-1029 x700
Email: jnichols@adpharos.com

WORK EXPERIENCE

May 2012 - Present

adPharos Design Agency | 3350 Riverwood Pkwy, Atlanta, GA

adpharos.com

Social Media Director

- Lead the development and implementation of comprehensive social media strategies to increase brand awareness, engagement, and drive conversion rates.
- Direct the creation and execution of impactful social media content, overseeing content calendars, and ensuring alignment with brand guidelines and marketing objectives.
- Analyze social media performance metrics and KPIs, leveraging data-driven insights to optimize campaigns, identify trends, and enhance audience targeting for maximum impact.
- Collaborate cross-functionally with internal teams and stakeholders to integrate social media initiatives with overall marketing efforts, ensuring consistent messaging and brand voice across all platforms.

2011 - 2012

Synergy Health | 194 Marketplace Blvd, Knoxville, TN

Marketing Manager

- Develop and execute strategic marketing plans to meet organizational objectives, overseeing the creation and implementation of integrated marketing campaigns across various channels.
- Conduct market research and analysis to identify trends, opportunities, and consumer behavior, utilizing insights to drive decision-making and refine marketing strategies.
- Manage and coordinate cross-functional teams, including creative, digital, and sales departments, to ensure alignment and successful execution of marketing initiatives.

2006 - 2011

Power Systems | 5700 Casey Dr, Knoxville, TN

Graphic Designer/Social Media Manager

- Conceptualize and create visually compelling designs, graphics, and artwork for various marketing materials, including but not limited to, digital assets, print collateral, social media content, and presentations.
- Utilize Adobe software to produce high-quality visual content while adhering to project timelines and specifications.
- Keep up-to-date with design trends, techniques, and technologies to bring innovative and creative ideas to projects, contributing to the enhancement of overall brand aesthetics and communication strategies.