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Hi I'm Shaunda Lambert-Gary, a socially conscious Brand Strategist and operations visionary with over a decade of proven success in driving ideas, innovation and early adoption of emerging trends. Expert in managing relationships with corporate and strategic partners and internal staff to translate all operational and brand needs from result-driven strategies to revenue generation. Excited to leverage background to implement change where it is critically needed within a purpose driven organization.

Skills

- Brand Strategy
- Operations & Brand Development
- Market Research
- Strategic Partnerships
- Creative Staffing & Coaching
- Organizational Leadership
- Grants & Fundraising
- Programmatic Development
- Data Storyteller
- Social & Community Engagement
- Lead Generation
- Entrepreneurial Coaching
- Critical and Strategic Thinking
- Capacity Building
- Community Building

Experience

OCTOBER 2021 – PRESENT

Strategic Partnership Director/ [Black Girl Ventures](#), Remote

- Establish and oversee strategic branded partnerships and activations with companies including but not limited to Nike, NBA Foundation, Visa, PIMCO, TikTok, MiiR, Experian, Kroger, Johnnie Walker, Knight Foundation, Ulta, Nordstrom, Rare Beauty Brands, CosBar, Nordstrom, Kim Crawford, and Smirnoff.
- Fundraise over 2.5 million dollars of programmatic and general operating capital to support the vision of the organization within the 2022 fiscal year.
- Drive a relationship management program to support partners on all levels (monetary and non-monetary).
- Collaborate with cross-functional teams to structure and execute business initiatives, lead analysis and develop and communicate final recommendations for growing partner relationships.
- Develop and management partner agreements from end to end.
- Provide timely and accurate reporting of pipeline, strategic partnerships and management activities.
- Research trends, competition and funding sources to strategically drive the organizational vision
- Partner with fundraising team to write proposals for grant and submit final impact reports.

FEBRUARY 2021 – OCTOBER 2021

Interim Chief Operating Officer/ [Black Girl Ventures](#), Washington D.C.

- An extension of the CEO, Shelly Bell and serving as the second in command for external facing opportunities to extend brand awareness and visibility to key stakeholders to influence funding.
- Manage three lines of businesses including 12 direct reports and vendor management.
- Raised over half a million dollars to date in capital for Black and Brown women founders in the BGV portfolio nationally.
- Manage and oversee a 3.9 million dollar operational budget alongside CFO and CEO.
- Develop actionable business strategies and plans that ensure alignment with short-term and long-term objectives developed in tandem with the CEO.
- Translate organizational strategy, in partnership with Directors, into actionable goals for marketing, partnerships, and programming for performance and growth helping to implement organization-wide goal setting, performance management, and annual operating planning.
- Develop and oversee company's internal operations and employee productivity, building a highly inclusive culture ensuring team members thrive and organizational outcomes are met.
- Evaluate existing processes across multiple functional areas and developed efficiencies and performance improvements.

- Track and report on operating results to ensure consistent growth and progress towards achieving organizational goals to serve 100,000 women by 2042.
- Ensure effective recruiting, onboarding, professional development, performance management, and retention with vendors.
- In partnership with CEO adhere to company, federal, state, and local business requirements, enforcing compliance and taking action when necessary, with assistance from vendors/firms.
- Manage Directors and provide coaching to assist problem solving for internal and external issues on their teams.
- Directly oversee marketing operations strategy and partner with the CEO on partnerships and programming management .
- Monitor performance with tracking and establish corrective measures as needed, and prepare detailed reports, both current and forecasting.
- Serve as liaison of CEO/Board of Directors to provide detailed information to Directors that impact monthly, quarterly, and yearly strategy.

FEBRUARY 2019 – FEBRUARY 2021

Freelance Sr. Director of Marketing & Digital Strategy/ Black Girl Ventures, Washington D.C.

- Executed on a full rebrand for the organization to strengthen your company's image and maximize on organizational operational goals to serve Black and Brown women-identifying founders.
- Executed and successfully drop content partnerships with Experian to provided educational content around Financial Freedom that reached over 9 million Black and Brown founders.
- Researched and developed best practices and collaborate with designers, influencers, and community manager on an ongoing basis to produce relevant content that meets the needs of both key stakeholders and our audience.
- Implemented consumer research and market trends into actionable insights to impact the Black and Brown women founders, partners, and supporters of the brand.
- Created full 360-go-to market plans, content roadmaps and oversaw the creation all content.
- Developed and implemented new brand strategy for new and existing initiatives and product, including curating new brand guidelines for the organization.
- Managed social media presence for an audience over 40.1K follows on Instagram and direct programs to improve social media reputation and recognition utilizing programs such as Hootsuite, Sprout Social, and Tailwind.
- Optimized SEO of social posts including a development of hashtag strategy, website, and make website updates when necessary.
- Developed and implemented ad campaigns including writing copy, provide directions for graphics, influence research and outreach, targeting/retargeting.
- Developed digital content and assisted in maintaining content publishing the editorial calendar.
- Synthesize analytics and create reporting's for BGVF digital footprint, status of campaigns and measuring success.
- Managed three individuals and vendor relationships to ensure any outsourced work is consistent, high quality, cost-effective.
- Developed monthly email campaigns and initiative to reach audience of 30K individuals.
- Created assets each month to drive leads, subscribers, awareness including but not limited to blog post, pitch decks, eBook's, whitepapers, templates to promote our offer and to attract key users.

JANUARY 2020 – JANUARY 2021

Director of Creative Sourcing Strategy, National Delivery/ Creative Circle, Washington D.C.

- Developed and piloted Creative Talent Delivery Sourcing program within National Delivery that scaled from 14 to 30 markets over the span of 1 year that yielded over 5 million dollars in revenue from clients across various industry verticals from agency to CPG.
- Identified complex and emerging problem areas of internal processes and lead with execution with strategies in changing operational best practices.
- Managed 30 markets internationally and trained and oversaw a team of 5 Talent Sourcing Specialist through the development and growth of the program.
- Created a recruitment marketing plan to solve for pain points in the candidate journey for the organization.
- Provided strategic plans to business lines within the organization to support pipelining candidates for key clients such as Y&R, Omnicom, Code & Theory, Netflix, Accenture, Deloitte, JPMC, and Walmart.
- Developed and implemented 8-week training program for the Talent Delivery Sourcing team to support day to day functions and coaching and development.
- Evaluated and tracked individual Talent sourcing metrics to determine productivity and contribution to the overall health and growth of the program.
- Developed quarterly reports for Sr. Leadership and CFO to show the growth and health of the program.

FEBRUARY 2016 – JANUARY 2020

Digital Marketing Lead/ Creative Circle, Washington D.C.

- Analyze and audited Creative Circle candidate journey path examining all touch points internally and externally to proposal strategic imperatives to help with revenue growth of 10% YOY for 400-million-dollar company.
- Execute strategic imperatives to adhere to Creative Circle digital brand standards, manage and create content, optimize for SEO and manage analytics for all candidate facing digital marketing campaigns externally and internal.
- Analyze and report on customer behavior insights to improve the optimization of the candidate path using PowerBI dashboards.
- Manage e-mail marketing programs, lists, imports, and permissions, also managing conduct landing page and multi-variant testing within MailChimp.
- Develop and write digital content and assisted in maintaining content publishing the editorial calendar.
- Integrate online activities with off-line marketing communications plans to ensure plans provide optimal business support.
- Drive development and management of digital co-marketing and co-branded partnerships with distributors and partners.
- Develop creative briefs to give the internal creative team and agencies clear direction.
- Recruit and manage over 20 creative resources including user experience and user interface and vendor relationships to ensure any outsourced work is consistent, high quality, cost-effective, and reflects Creative Circle brand specifications.

FEBRUARY 2014 – FEBRUARY 2016

Creative Sourcing Specialist/ Creative Circle, New York, NY

- Monitored the success of each job board review the applications to determine qualified candidates for Creative Circle.
- Possessed a strong understanding of design principles, what makes a good portfolio and proactively locate, sourced and introduced potential candidates to Creative Circle.
- Assist the recruiting team on database searches to identify candidates for specific client needs.
- Introduced a minimum of 50 candidates weekly qualified candidates to Recruiting Team via various Sourcing methods.
- Posted positions through approved recruitment channels.
- Pre-screened all resumes prior to sending them to corporate recruiters for consideration.
- Partnered with local organizations and universities for engagement and interest in jobs offered in their community.
- Tracked candidates and pushed for feedback on disqualifications, time-to-fill statistics and other variables.

OCTOBER 2013 – FEBRUARY 2014

Events Coordinator/ Young and Rubicam, New York, NY

- Work with Director of Conference Services & Assistant Manager of Conference Services to manage events and conferences
- for Young & Rubicam's 22 companies'.
- Worked with companies such as Wunderman, Blast Radius, Bravo, when covering for administrative support.
- Evaluated existing plans, processes and events planning services to identify opportunities for improvement.
- Supervised onsite team including caterers, audio-visual technicians, and facility management team.
- Directed and coordinated marketing activities and policies to promote products and services.

JUNE 2013 – OCTOBER 2013

Operations Coordinator/ Forrest Solutions, New York, NY

- Received and routed business correspondence to correct department or staff member.
- Provided clerical support to company employees, including copying, faxing and file management.
- Planned and coordinated logistics and materials for board meetings, committee meetings and staff events.
- Assisted senior recruiting staff with career fairs and recruiting events.

Awards and Recognition

- Advisor and Founding Member, Creative Circle's DEI Committee
- Panelist, We Give Summit
- Contributor, Retail Industry Leaders Association
- 2022 VCU Black History in the Making Awardee
- Board of Directors, Friends of Frank Reeves Foundation in Washington D.C.

Education

Fall 2023 | Master of Business, Strategy and Branding Candidate

Virginia Commonwealth University Brandcenter, Richmond, VA

Summer 2023 | The Roger Hatchel Academy Certificate

The Cannes Lion School, Cannes, FR

Fall 2018 | Human Resources Essential Certification; Diversity Equity and Inclusion

Cornell University, Remote

Fall 2012 | Bachelor of Science – Communications, PR

Old Dominion University, Norfolk, VA

Fall 2012 | Bachelor of Science – Fashion Merchandising

Old Dominion University, Norfolk, VA