

SHANA GUILBEAU WARREN

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SENIOR MARKETING PROFESSIONAL

A skilled professional with the strategic vision to develop and implement marketing campaigns that increase product awareness, market share and profitability. Background includes successful leadership of national and international initiatives that effectively reinforced and built brand image. Certified Digital Marketer.

- Manage multi-million dollar marketing department budgets
- Possess extensive B2B marketing experience
- Create and execute new marketing programs from the ground up
- Proactive in identifying and facing marketing challenges head-on
- Consistently manage multiple projects simultaneously
- Accustomed to sourcing vendors and negotiating contracts for media buys, trade shows, etc.

SKILLS SNAPSHOT

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|----------------------|------------------------|-------------------------|
| • Budgeting | • Creative Development | • Charitable Giving |
| • Team Building | • Marketing Collateral | Strategy |
| • Strategic Planning | • Vendor Relations | • Content Development & |
| • Brand Management | • Media Planning | Editing |
| • Digital Marketing | • Website Development | |
| • Social Media | • Trade Shows | |
| Management | • Event Planning | |
| • Public Relations | • Community Relations | |

WORK EXPERIENCE

SUPERIOR ENERGY SERVICES, INC., New Orleans & Broussard, LA

2001-2022

A global oilfield services company providing drilling, completion and production-related tools & services.

Director of Marketing (2013-2022)

- Lead all branding activities for global organization
- Manage multi-million-dollar corporate marketing budget
- Provide marketing guidance and support for managers at 30+ individual Superior brands
- Develop and execute international marketing strategies that encompass employee and customer communications, advertising, public relations, web presence, social media, charitable giving, trade shows, sales support, investor relations and executive communications
- Directed the development and implementation of a company-wide social media program including comprehensive audit, expectations, social channel page administrator training, tools and tactics, a social media playbook strategy and campaigns
- Successfully branded development of a company-wide safety management system designed to reinforce a commitment to the health and well-being of employees while maintaining high quality operations for customers
- Led the realignment of company's charitable giving program to support strategic growth objectives
- Directed a public relations campaign that garnered a new product award at North America's largest oil and gas trade show and contributed to closing new business in key markets world-wide
- Managed design and launch of websites for 30+ business units

(SUPERIOR ENERGY - continued)

Marketing Communications Manager (2001-2013)

- Led all aspects of marketing communications including employee, community and media relations and web-based applications
- Directed strategic advertising program including art and copy development, intranet and website content, charitable giving, promotions, trade shows, annual report, employee and customer events
- Successfully branded and managed executive communications directed to employees during the largest acquisition in the company's history - from \$2.0 billion to \$4.5 billion in revenue
- Led the strategic assessment, redesign and launch of company's website
- Developed a strategic plan and played a key role on the implementation team of the Miles Perret Cancer Services Concert series which raised \$700,000+ for the non-profit and solidified an image of the company as a valued corporate citizen and key economic contributor

AGGREKO, INC., New Iberia, LA & Houston, TX

1998-2001

A global provider of mission-critical temporary power, temperature and air equipment

National Marketing Account Specialist (2000-2001)

- Developed, produced and implemented annual internal and external strategic marketing campaigns for various company divisions
- Created marketing themes for collateral, print media, trade shows and other marketing mediums
- Managed video production for global conferences
- Managed the creation of quarterly customer and employee newsletters

National Marketing Coordinator (1998-2000)

- Wrote, distributed and pitched press releases, case studies and technical articles resulting in editorial coverage in key industry publications
- Coordinated global information-gathering to build a new international website
- Maintained database and coordinated employee incentive programs
- Planned and implemented annual media buys
- Designed, wrote and edited print ads and flyers
- Assisted in regular competitive analysis studies

CERTIFICATION

Certified Digital Marketing Professional – Digital Marketing Institute - 2019

EDUCATION

Master of Business Administration - University of New Orleans

Bachelor of Arts, Communications, Magna Cum Laude (Minor: English) - Loyola University New Orleans