

# Shannon Perez

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## Work Experience

### **Co-Founder, Mometry Comedy, Wilmington, NC**

January 2024 - Present

- Produce and perform stand-up comedy shows that elevate local businesses, create community and support non-profits

### **Co-Founder, Port City Electric Arts, Wilmington, NC**

September 2022 – Present

- Design and implement marketing strategies across multiple social media channels, creating brand guidelines and communication strategies to promote our family business
- Set up and manage business accounts, tax reporting, and Quickbooks for bookkeeping

### **Freelance/SEO Blog Writing (Remote)**

November 2013 – 2022

- Created top-performing blog posts and content for clients of Up, Inc., utilizing SEO tools and practices to boost sales of skincare, apparel, and other brands
- Consulted directly with brands to understand goals, set plans, and exceed expectations

### **Assistant Accountant, Nickelodeon, Los Angeles, CA**

December 2014 – January 2016

- Managed accounts payable for various Nickelodeon shows, including “Nicky, Ricky, Dicky & Dawn,” and “The Thundermans”

### **Outreach Coordinator, Advancement Project, Los Angeles, CA**

March 2007 – September 2012

- Managed communications, outreach, and training for the Healthy City program to increase awareness and understanding of the organization’s online mapping tools
- Produced e-blasts, tutorials, and guides; planned and implemented social media campaigns, supervised a team that gave presentations and hands-on trainings to build capacity of stakeholders to strengthen their communities

## Education

Master of Arts in Religion; emphasis in Cultural Studies and the Arts

Claremont School of Theology, Claremont, CA, GPA 3.9

Bachelor of Arts, Psychology; Minor, Spanish

Occidental College, Los Angeles, CA, GPA 3.67

## Communication & Computer Skills

Conversational Spanish. Thrive in front of diverse audiences and shine at public speaking. Firm grasp of social media management, Microsoft Office Suite, Meta Business Suite, Canva, MailChimp, Salesforce, PSL, Quickbooks, Trello, SurveyMonkey, WordPress, Google Analytics