

Shawn Gilliam

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Abilities

Staff development

Teach, mentor, and inspire members of team

Creative innovation

Conceive communication plans to engage audiences and encourage advocacy

Partnership collaboration

Foster relationships with internal and external partners

Multichannel projects

Manage storytelling in print, online, broadcast, and social media

Skills

SharePoint 

Salesforce 

InDesign 

Google Analytics 

WordPress/
other CMS 

Microsoft Office 

Education

Drake University, Des Moines

B.A. Journalism and Mass
Communication

Cum Laude, May 1994

Majors: Public Relations and Magazine
Journalism

Minor: History

Professional Experience

Target Corporation, Minneapolis

Manager, Communications, April 2012-present

Senior Specialist, Communications, September 2009-March 2012

- Manage production of *RED*, Target's quarterly print and digital magazine for 370,000 employees worldwide; spearheaded redesign of magazine to shift focus from news to team culture and from print to digital
- Plan and track annual budget of \$1.5 million
- Collaborate with company and agency partners to create content that inspires trust, confidence, and brand love
- Manage and edit news stories, promos, and polls for headquarters intranet site
- Lead and manage two employees; provide direction for the vehicles/channels they manage
- Lead six team members in professional development through formal Marketing Learning Groups program

Mpls.St.Paul Magazine, MSP Communications, Minneapolis

Homes Editor and Editor, *Mpls.St.Paul Home*, November 2007-September 2009

- Managed home-design content for monthly city magazine and quarterly *Mpls.St.Paul Home*
- Represented magazine on key local news/entertainment TV programs
- Wrote for Style Parlor blog and appeared in Style Parlor TV segments at mspmag.com

Meredith Corporation, Des Moines

Editor, *Better Homes and Gardens Beautiful Homes*, December 2002-October 2007

Senior Editor, Associate Editor, *Better Homes and Gardens*, July 1997-December 2002

Associate Editor, Assistant Editor, *Better Homes and Gardens Special Interest Publications*, July 1994-June 1997

- Oversaw strategic plan and production of up to 100 stories per year
- Managed staff editors, freelance writers, and photo stylists; planned and oversaw photo shoots
- Served as a leading architectural voice for publishing group and presented regularly at trade shows and conferences

Freelance

Writer, *Delta Sky*, October 2009-present

Writer, *Better Homes and Gardens*, November 2007-present

Community

Minneapolis Institute of Arts Collection in Focus Guide, Japan/Korea, Americas, and Contemporary art collections; member of Collection in Focus Guides Council; guide program newsletter editor
January 2010-present

Reading Buddy and Minnesota Reading Corps Literacy Intervention Volunteer
September 2010-present

Meals on Wheels Volunteer
September 2010-present

Target Volunteer Council Member and Event Co-chair
December 2010-December 2012