

Shannon McClain

✉ hi@shannonmcla.in ☎ 518.612.9884 📍 Averill Park, NY, USA

Digital content creator and founder at Immigrant Justice Now. Bringing to the table:

- excellent copy editing skills
- thoughtful political insight
- 5+ years of communications and marketing experience in the government and nonprofit sectors

Technical skills:

- Research experience with cyber security concepts: hacktivism, data encryption, malware/viruses, DDOS, phishing, cyber extortion, SQL injection, cross-site scripting, and social engineering
- Experienced with Canva, Adobe CC, Action Network, WordPress, Salesforce, HubSpot, and Squarespace
- Participated at DEF CON 19 (2011) & 23 (2015)
- GIAC GISF-certified (2015)

International experience:

- **Caux Scholars Program (2012):** Studied conflict transformation, reconciliation and peacebuilding. Participated in the 5th Annual Forum on Human Security and presented on US domestic policy. Assisted in the analysis and re-direction of the Natural Resource Charter.
- **Learning to Live in a Multicultural World (2013):** Volunteered as an English/French translator while studying dialogue techniques and inter-generational conflict.

Experience:

Senior Content Specialist

Center for Internet Security, Inc. | March 2015 - present

Write and edit video scripts, web content, blog posts, press releases, email campaigns, white papers, and social media. Develop inbound content marketing for multiple personas using HubSpot. Lead relationship-building initiatives with technical communities. Create marketing plans for webinars and product launches. Copyeditor and contributor for *Cybersecurity Quarterly* publication.

Albany Community Action Partnership (ACAP)

Program Support Specialist | September 2014 - March 2015

Helped run local food pantry, including supply management, customer service, and auditing. Assisted residents with job training programs and tax preparation. Improved communications by designing new visual aids. Partnered with local and corporate partners to increase available pantry supplies. Developed social media campaigns and marketing graphics to engage community members.

Education:

University of Nebraska at Omaha

Master of Arts in Political Science (2014)

Bachelor of Arts in Foreign Languages (2012)

Great Plains National Security Education Consortium

Intelligence Community Scholar (2013 - 2014)

Additional experience:

Immigrant Justice Now

Founder | June 2018 - present

Formerly *Families Belong Together // Familias Unidas, No Divididas*. Organized 60+ marches, rallies, and vigils across the United States demanding better treatment for immigrant children and their families. Raised over \$50,000 for refugees. Followed by a community of over 40,000 on Facebook.

Towards an Inclusive Peace - Caux Forum

Communications team | 2018

Communications and Web Development teams | 2019

Developed monthly editorial calendar including video content and daily posts. Increased social media following by over 200% on Twitter and Facebook. Authored daily blog posts during the event. Ran bilingual welcome desk (English/French). Helped develop conference scheduling web application.