

# ALLISON SHUELL



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## EXPERIENCE

**Fingerpaint Marketing** – Philadelphia, PA (Remote)

*Aug. 2024 – Present*

### Social Media Director

- Lead the agency's social media team of eight, overseeing paid, organic, content, and listening strategy
- Partner cross-functionally to drive success for all media clients and showcase expertise to creative AOR clients
- Supported team through 80% growth over two months by introducing scalable processes, leading regular syncs, and strengthening UTM, mock-up, and QA workflows to ensure quality and efficiency
- Secured a new business win through a strategic paid social pitch I presented on day three at the company
- Expanded social listening offerings by leading RFP evaluation and successfully integrating a new platform in Q1 2025

**CMI Media Group** – Philadelphia, PA

*Aug. 2021 – Aug. 2024*

### Associate Director, Paid Social – Jan. 2023 – Aug. 2024

- Led full-funnel paid social strategy for a major pharma client's Diabetes portfolio, managing DTC and HCP campaigns across four platforms with my team of 11 analysts and supervisors
- Drove 140% social budget growth by presenting strategic platform expansion plans to brand marketing, omnichannel, and Medical, Legal, Regulatory (MLR) stakeholders—earning trust & approval to launch pharma ads on Pinterest
- Maintained 100% FDA compliance with zero campaign deviations under my leadership, ensuring regulatory alignment across all paid social initiatives
- Developed and rolled out new pacing and actualization process documentation across the 110+ person department, training teams at all levels to streamline workflows
- Spoke at ReImagine Pharma Marketing 2024 conference alongside Reddit and Bristol Myers Squibb, representing CMI Media Group as a thought leader on how social media is redefining search behavior
- Won CMI's April 2024 Shining Leader award in recognition of strategic leadership and people development

### Co-Lead of Thrive Employee Resource Group (ERG) – Jan. 2023 – Aug. 2024

- Increased membership by 75% for the disability, mental & physical health ERG in my first year as co-lead, by planning company-wide mindfulness events, speaking on DEIB panels about neurodiversity, and advocating for inclusion

### Supervisor, Paid Social – Aug. 2021 – Dec. 2022

- Grew Meta spend by ~40% YoY for two Type 2 Diabetes brands by identifying & presenting new media opportunities
- Led expansion to Reddit and TikTok by securing cross-functional alignment from marketing, omnichannel & MLR

**Seer Interactive** – Philadelphia, PA (Remote)

*Oct. 2020 – July 2021*

### Paid Social Manager

- Led social strategy, planning, execution and measurement for 4 clients, including top spending social client
- Implemented strategies for largest social client that drove a +31% YoY increase in SQLs

**Adaptly, Part of Accenture** – New York, NY and Philadelphia, PA

*Sept. 2016 – Oct. 2020*

### Client Strategy Manager

- Created digital media strategies for financial services, retail and entertainment client campaigns with budgets up to \$5M to drive results for clients' end business goals
- Planned and managed media buys across a variety of digital platforms aligning to client objectives and KPIs
- Developed & analyzed reports to provide detailed insights & optimization recommendations weekly
- Won Twitter's Best Use of Creators campaign in 2019 for a BlackRock campaign that had influencers talk about financial health. This campaign achieved a 25% lift in awareness among those who engaged with the campaign, which was the highest lift Twitter had seen for the Financial Services vertical.

**IMG** – New York, NY

*March 2016 – Sept. 2016*

### Social Media Account Manager

- Ran the organic social presence for NRG Energy, including live posting and community management
- Worked directly on the NRG brand team as an extension of the client team during a client team member's maternity leave & collaborated closely with the decision makers to get projects approved

**NewsCred** – New York, NY

*Sept. 2014 – Feb. 2016*

### Associate Manager, Client Development – June 2015 – Feb. 2016

- Managed day-to-day relationships for \$600k book of business (CPG, agency & non-profit customers) and determined how NewsCred could help with clients' overall marketing strategy
- Directed onboarding of 14 PepsiCo brands with 150+ users onto NewsCred's SaaS platform

## EDUCATION

**Susquehanna University** – Selinsgrove, PA

*Aug. 2009 – May 2013*

### Bachelor of Arts in Communications; Business administration minor

## SKILLS

**Platforms/Tools:** Pinterest, Facebook, Instagram, TikTok, Reddit, X, LinkedIn, Snapchat, Google Analytics, LiveRamp

**Core Skills:** Social advertising, media strategy, full-funnel planning, client relationship management, cross-functional collaboration, strategic leadership, team development, platform expansion, process creation, campaign measurement & optimization, project management, problem solving, storytelling with data, training & mentorship, public speaking