

SHANNON YOKLEY REENAN

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EDUCATION

UNIVERSITY OF MISSOURI - COLUMBIA

Major: Science and Agricultural Journalism, May 2015

Minors: Agricultural Education & Agricultural Economics

- 2014 College of Agriculture, Food and Natural Resources (CAFNR) Outstanding Junior
- Sigma Alpha Professional Agricultural Sorority President
- Top 3 AdZou Capstone Graphic Designer: STEM Education
- Litton Scholar, Dickinson Scholar and John Brown Scholar
- NAFB George Logan Scholarship Recipient 2014
- Mizzou Livestock Judging Team 2014
- **Served as a leader or officer:** Collegiate Farm Bureau, Agricultural Communicators of Tomorrow, CAFNR Student Development Board, CAFNR Peer Career Coach, National Association of Farm Broadcasting (NAFB), CAFNR Week Steering Committee, Griffith's Leadership Society for Women
- **Industry involvement:** Missouri Junior Cattlemen's Association Board of Directors President, Missouri Angus Junior Board and Auxiliary Queen, National Junior Angus Show Public Relations Chair 2013, AFA Tracks 1-3

ECOLE SUPÉRIEURE D'AGRICULTURE DE PURPAN

Study Abroad: Viticulture & Enology, French, June 2014

- Lived in Toulouse, studied the French language, agriculture and regulations, viticulture and enology
- Traveled to Carcassonne, Pyrenees Mountains, Marseilles and Barcelona, Spain

COMMUNITY INVOLVEMENT

- Missouri State Fair Youth in Ag Committee
- Jefferson City FFA Foundation Public Relations Chair
- NCC FFA Agricultural Education Curriculum Advisory Committee
- Cole County 4-H Project Leader - Livestock Judging
- Jefferson City High School Academies Industry Partner
- Jefferson City Rotaract Social Chair 2020
- Columbia FFA Livestock Judging Coach, *State Winner 2017*
- Jefferson City Magazine Monthly Article Contributor
- St. Peter Catholic Church Lector/COVID-19 Volunteer Cleaner
- National Association of Farm Broadcasting Board of Directors

AWARDS

- FFA American Degree Recipient 2012
- Nichols Career Center Honorary Chapter Degree 2016
- Columbia FFA Honorary Chapter Degree 2017
- NAFB 10-Year Membership Pin
- NAFB Video Feature Contest Winner: 1st 2018, 2nd 2017
- 2019 NAFB National Horizon Award Winner

EXPERIENCE

MISSOURI DEPARTMENT OF AGRICULTURE

Senior Marketing Specialist, July 2021 - April 2023

- Served as lead contact on all statewide events & donations for the Missouri Wine & Grape Board Program & staff
- Team lead for Wine 101 tasting presentations
- Shot, edited and created content for IG/Reels & TikTok
- Managed website, posting, scheduling and troubleshooting
- Educated about Missouri wine varietals, industry history & growth, food pairings, grape production and wineries
- Conceptualized new wine DIY projects, recipes, and cocktails
- Worked directly with winery owners, staff and winemakers to share their stories to consumers through print and social
- Assembled gift baskets & custom influencer packages
- Researched & analyzed in-depth industry information & content
- Actively marketed and networked to promote program & services

THE BUCKLE, INC.

Part-time Retail Sales Associate, January 2020 - Present

- Ensures enjoyable shopping experiences through active listening, individual styling, and premier customer service
- Responsibilities include: cashiering, merchandise display and pulls, register procedures, and facilities management
- Serves as lead for mannequin styling throughout the store
- Obtained national high sales team rank for 2020 & 2021

BROWNFIELD AG NEWS

Digital Products Coordinator, May 2015 - June 2021

Communications Intern, May 2014 - May 2015

- Managed all digital content including website, newsletters, text alerts and social (Facebook/Twitter/Instagram/YouTube)
- Generated press releases, social copy and other written content
- Managed client projects from establishing rapport, ideation, design, execution, management and metrics reporting
- Managed website analytics reporting internally and externally, analyzes data against industry standards
- Hosted the weekly Brownfield AgriAmerica radio report
- Produced Livestock Market Report and Market Minute videos
- Designed, managed and sent weekly email campaigns
- Produced, mixed and published podcasts on various platforms
- Shot, edited and produced videos for client campaigns, internal use and for Brownfield news stories or features

HIGHLIGHTS

- One of nine broadcasters to attend the Farm Broadcasters and Friends Journey to China in 2018 (visited five cities)
- Traveled as video and social lead for Brownfield's Ag Radio Connects six-city, Midwest tour in 2019

PROFICIENCIES

- Microsoft Office
- Adobe Suite
- WordPress/Drupal
- Google Analytics
- Google Ad Manager/DFP
- Hootsuite
- MailChimp and Constant Contact
- Apple and Google Play platforms
- Canon and Nikon