

SHANNA PUGH

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EDUCATION

Associate of Applied Science – **Management and Marketing**

December 2023

Associate of Applied Science – **Digital Marketing**

May 2025

Minnesota State Community and Technical College (M State), Moorhead, MN

EXPERIENCE

Program Coordinator, ARPC & CAPTS || North Dakota State University, Fargo, ND

Feb. 2026 – Present

- Coordinate federally funded research projects, tracking timelines, deliverables, and progress across multiple teams
- Manage budgets including expense tracking, reporting, and reconciliations in collaboration with internal staff
- Support grant preparation and reporting by gathering documentation and ensuring compliance requirements are met
- Organize and coordinate events, workshops, and travel logistics for stakeholders and research initiatives
- Maintain stakeholder databases and assist in tracking engagement and outreach efforts
- Support leadership with scheduling, meeting coordination, and internal communications
- Facilitate cross-team communication to ensure projects stay aligned and on track

Engagement Coordinator || Preference Employment Solutions, Fargo, ND

Jan. 2024 – Jan. 2026

- Create brand documents for staffing and payroll services through Canva and Adobe
- Manage and optimize an ongoing digital marketing campaign, including SEO strategies, keyword research, and content adjustments to improve visibility and engagement.
- Create social media campaign schedules for Facebook, Instagram and LinkedIn
- Create and schedule email marketing campaigns through Sense
- Organize and execute events and promotional giveaways for clients
- Manage and create all radio advertising
- Curate and distribute newsletter through Sense
- Create advertising designs through Canva
- Create, implement, and manage new marketing procedures and campaigns quarterly and as necessary
- Publish and administer job postings
- Manage temp agents as needed and team schedule throughout the day
- Engage with walk-ins and phone calls
- Order office supplies as needed

Marketing Coordinator || Christianson Companies, Fargo, ND

Jan. 2022 – Oct. 2023

- Managed all radio advertising, social media, and donation days for 24 car wash sites in different locations
- Worked with general managers at each site, implementing new marketing procedures and requirements
- Organized and executed all events including tradeshow, expos, and special promotion events
- Created social media schedules for Facebook
- Orchestrated promotions, press releases, email blasts and mailers
- Used Adobe Illustrator to create promotional materials
- Helped training staff during new site openings
- Coordinated and executed grand openings for new sites
- Pushed sales of wash packages either on site, or business to business

Professional Relations Coordinator || Dakota Orthodontics, Fargo, ND

Mar. 2018 – Dec. 2021

- Managed marketing aspects for all offices located in Fargo and Wahpeton.
- Managed all scheduling and appointments for the office.

- Managed all transactions, financials, and insurance daily.
- Provide exceptional customer service. Engage and sell treatment/financial presentations to potential patients.
- Managed all social med platforms. Maintain all Google Analytics, Ad Words, and Good Business Pages.

Temporary Agent/Claims Processor || (Contracted) Spherion, Fargo, ND July 2017 – Oct. 2017

- Processed and adjusted insurance claims and assisted with additional projects as needed
- Provided exceptional customer service

Office Administrator || Red River Valley Fair Association, West Fargo, ND Nov. 2016 – May 2017

- Assisted with projects for the organization
- Managed multiple phone lines, monitored and ordered supply inventory, performed administrative duties

Patient Scheduling Assistant || Sanford Health, Fargo, ND Jan. 2016 – Nov. 2016

- Assisted patients with scheduling appointments within multiple departments in a fast-paced environment

Executive Processing Agent || Infosys BPO, Fargo, ND Oct. 2014 – Dec. 2015

- Processed agreements sent in by Microsoft Partners and responded to queries within a 24-hour period
- Directly managed PLLP agreement renewals for Partners, and worked tasks designated by the supervisor

CERTIFICATIONS

- Google Analytics
- Google Ads

SKILLS

- **Software:** Microsoft Office Suite, Adobe Illustrator and Premier Pro, SharePoint, Canva, Sense, Microsoft Teams and Planner
- **Social Media Platforms:** CoSchedule, SOCi, Hootsuite, Meta Business Center
- **Personal Skills:** strong communication skills, agility, attention to detail, time management, event coordination