

# SHANDON K. FOWLER

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## PROFILE

Product manager, strategist, content specialist and author whose analytical ability and creative mindset result in measurable, award-winning results. Engage in all levels of product management, from concept to planning to execution. Content management, Web and software development experience has enabled me to tackle a plethora of responsibilities while achieving results and maintaining effective communication, verbal and written.

## EXPERIENCE

**BENEFITFOCUS**  
CHARLESTON, SC

**DIRECTOR OF PRODUCT MANAGEMENT, MARKETPLACES (2010-PRESENT)**  
**PRODUCT MANAGER/MANAGING PRODUCER, ICYOU (2007-PRESENT)**

Key strategic lead for the company's direct-to-consumer products, which include health insurance shopping tools, voluntary benefits app stores, and state and private health insurance exchanges. Strategic planning and product development, product implementation, client interface, sales support, engineering resource allocation, product marketing, and documentation. Also serve as resident expert on consumer behavior and social media trends with employees, clients and prospects, including frequent public speaking engagements.

**QUIRK BOOKS**  
PHILADELPHIA

**AUTHOR, THE GROOM'S INSTRUCTION MANUAL 2008**  
Released through Quirk Books (*The Baby Owners Manual, Pride and Prejudice and Zombies*), *The Groom's Instruction Manual* has sold more than 40,000 copies worldwide and has been translated into French, Italian, and Slovenian.

**AOL**  
NEW YORK CITY

**SR. PROGRAM MANAGER, MESSAGING & SOCIAL MEDIA (2006-2007)**

Creative strategy lead for AOL's social media properties — AIM, AIM Pages, People Connection — reaching more than 70 million users. Championed conceptual oversight and shepherded projects through development, creating specifications, budgets, timelines, quality assessments, traffic reports, and performance analyses. Worked with blue-chip partners (Sony, Ford) and coordinated with internal departments on operations, business, and technical development.

**TRIBECA FILM FESTIVAL**  
NEW YORK CITY

**DIRECTOR OF MEDIA AND PUBLICATIONS (2004-2006)**  
**MANAGER OF MEDIA AND PUBLICATIONS (2002-2004)**

**Creative Director:** Led media efforts and coordinated projects with staff, freelancers, and major design firms. **Editor/Writer:** Print and online publications reached millions. **Administrative Director:** Managed staff and budget, spearheaded departmental directives, and wrote proposals and specs. Provided same oversight for **Tribeca Film Institute, Cinemas, and Enterprises.**

**LOOKSMART, LTD.**  
SAN FRANCISCO

**WEB PRODUCER (2000-2001)**

Project manager/conceptual producer for top 10 (Media Metrix) web search-and-directory company. Worked with such clients as AOL Time Warner, MSN, Earthlink, and NetZero. Created and implemented technical specifications and compiled quality analytics studies.

## EDUCATION

**UNIVERSITY OF UTAH (1997)**  
B.S. Political Science (Cum Laude); B.S. News/Editorial Communication (Top 10 percent)

## ASSOCIATIONS

**CHARLESTON REGIONAL DEVELOPMENT ALLIANCE**

- Economic Scorecard Task Force, 2010-2011

**CHARLESTON METRO CHAMBER OF COMMERCE**

- ThinkTec Innovation Summit, Chair (2009), Vice-Chair (2008)

- ThinkTec Advisory Committee, 2008-2011

## AWARDS

**BENEFITFOCUS, "Presentation Zen Award"** for highest customer survey rating, 2011

**WEBBY AWARDS HONOREE**, Top 10 percent of all submissions, icyou, 2009

**E-HEALTHCARE LEADERSHIP AWARDS**, Gold Medal (Web 2.0), 2009

**EFFIE AWARDS**, Gold Medal ("It's Movies. It's New York."), Tribeca Film Festival, 2006

**COMMUNICATIONARTS DESIGN ANNUAL**, Gold Medal, Corporate Identity, 2005

**SOCIETY OF PROFESSIONAL JOURNALISTS**, Editorial Writing, 1997

**ROCKY MOUNTAIN COLLEGIATE MEDIA ASSOCIATION**, Editorial and Feature Writing, 1997