

SHANI EPPS

Marketing & Operations Leader | Systems Design | AI-Integrated Execution | Multi-Platform AI Orchestration

DeSoto, TX | [linkedin.com/in/epps-marketingpro](https://www.linkedin.com/in/epps-marketingpro) | Project Portfolio: eppsadvisory.com

PROFESSIONAL SUMMARY

Marketing and Operations Leader with 15+ years of project management experience, including 10+ years leading high-impact initiatives across corporate, agency, nonprofit, and consulting environments. Specializes in designing scalable systems, optimizing workflows, and aligning marketing execution with operational performance.

Trusted by C-suite executives, business owners, and senior stakeholders to lead complex, high-visibility initiatives — including a \$3.7M acquisition, \$1M Regulation D capital raise, and \$117K+ cost elimination — while managing 40–50+ concurrent projects spanning marketing operations, financial analysis, vendor strategy, and process improvement.

Brings a rare combination of strategic leadership and execution ownership — with expertise in budgeting, contract negotiation, SOP development, technology stack design, and AI-integrated workflow systems. Deploys multi-platform AI as coordinated execution infrastructure — reducing labor hours, compressing timelines, and delivering institutional-quality output as a single point of accountability.

SELECTED IMPACT

- Eliminated \$117K+ in vendor obligations through forensic contract analysis, breach documentation, and structured negotiation — achieving a no-cost exit with 24+ months remaining
- Designed and delivered full investor infrastructure supporting a \$3.7M acquisition and \$1M Regulation D capital raise — including financial analysis, documentation, and five live web deployments as sole operator
- Reconstructed consolidated financial audit report for credentialed investment professional — maintaining 100% structural integrity across all statements, disclosures, and supporting documentation
- Identified \$700+/month in recoverable technology savings by redesigning enterprise communications infrastructure and deploying five integrated communication channels
- Prevented \$19K+ in misaligned vendor investment through competitive bid analysis, platform evaluation, and contract negotiation — delivering \$14K+ in projected savings
- Reduced project turnaround from 2 weeks to 2 days — enabling rapid iteration, accelerated stakeholder alignment, and approval within 24 hours
- Managed 40–50 concurrent initiatives — each with 10+ structured completion steps, cross-functional dependencies, and multi-stakeholder approval requirements

EDUCATION

MBA, Marketing Major — Texas A&M University – Commerce | **Digital Marketing Certification** — Purdue University

Additional Certifications: Graphic Design & Web Design

PROFESSIONAL EXPERIENCE

Director of Marketing & Operations | Community Missionary Baptist Church | 2023 – Present

- Lead marketing and operational strategy across a 3,500-member, multi-campus nonprofit organization, aligning communications, digital platforms, and execution systems
- Designed enterprise communications stack identifying \$700+/month in recoverable savings — consolidating three disconnected intake systems and deploying five new channels including SMS, branded app, and segmented email
- Deployed AI-integrated workflows reducing graphic design turnaround from 2 weeks to 2-day delivery while managing 15+ concurrent creative requests weekly
- Built centralized project tracking systems supporting cross-functional execution across multiple departments/ministries
- Designed event and engagement systems integrating registration, communication workflows, approval processes, and revenue capture
- Eliminated \$117K+ in vendor obligations through forensic contract analysis, breach documentation, and structured negotiation — achieving a no-cost contract exit with 24+ months remaining
- Prevented \$19K+ in misaligned vendor investment through competitive bid process, platform evaluation, and contract negotiation — delivering \$14K+ in projected savings

Founder | Marketing & Operations Consultant | Epps Advisory / Outer Office Business Solutions | 2023 – Present

- Designed and delivered full investor infrastructure for a \$3.7M acquisition and \$1M Regulation D capital raise — financial analysis, investor documentation, and five live web deployments executed as a single operator
- Managed financial operations for high-value engagements exceeding \$100K+ per initiative — payment collection, reconciliation, vendor disbursement on contractual schedules, invoice generation, and full accounting reporting
- Negotiated and managed 20+ concurrent vendor contracts across service and operational providers — optimizing pricing, service terms, and contractual add-ons
- Designed and executed complex multi-phase operational programs across multi-country, multi-continent environments — coordinating 20+ vendors, managing multi-leg transportation, and ensuring regulatory compliance including visa and passport requirements for groups of 50–60 participants per engagement
- Developed and scaled a community platform from 0 to 3,500+ members organically — zero paid advertising; leveraging referral-based growth and engagement systems

Marketing & Operations Project Leader — Contract Portfolio | Multiple Organizations via Creative Circle & Direct Engagements | 2017 – 2025

Sr. Proposal Manager — Cushman & Wakefield | 2022–2023, 2025

- Led end-to-end RFP strategy and execution for multi-million dollar real estate opportunities — coordinating SMEs and executive stakeholders across the full lifecycle from analysis through final submission

Creative Marketing Project Manager — Quad (UnitedHealthcare / Humana) | 2024

- Managed 50+ concurrent creative assets across national healthcare campaigns under tight enrollment deadlines; generated weekly spend reports tracking actual vs. projected budgets supporting campaign optimization

Innovation Project Manager — DFW International Airport | 2021–2022

- Compiled Monthly Innovation Executive Reports using Excel pivot charts and dashboards, delivering data-driven insights to senior leadership aligned with the DFW Strategic Plan 2021–2024

Sr. Marketing Project Manager — Alcon Laboratories | 2017–2018

- Assessed existing process flow, identified inefficiencies, and implemented Excel-based reporting system — streamlining 50+ concurrent workflows and improving cross-team visibility across marketing, legal, and production teams

Marketing Project Manager — Blue Cross Blue Shield | 2013–2014

- Managed 40+ concurrent custom benefit and service requests coordinating across actuarial, legal, underwriting, and marketing teams — overseeing 10+ step workflows per request from intake through final disposition

IT Business Analyst | FedEx Services (Promoted from Executive Assistant to EVP) | 2015 – 2017

- Built executive dashboards and reporting systems for 7 IT Directors reporting to the EVP — delivering weekly and monthly performance insights to support executive decision-making
- Assessed reporting needs and implemented a new project reporting method — improving operational visibility and decision-making efficiency across IT leadership

Executive Operations Assistant to CEO | Alacura Medical Transportation | 2018 – 2019

- Supported CEO and VP of Operations across vendor management, contract negotiation, and operational execution; led office relocation and vendor strategy delivering \$2,500+/month (\$30,000+ annually) in recurring cost savings

CORE SKILLS

Workflow Optimization | Systems Architecture | Marketing Operations | AI-Integrated Workflows | Vendor & Contract Strategy | Process Improvement

Cross-Functional Leadership | Program & Project Management | RFP Strategy & Execution | Campaign Management | Performance Analysis

TECHNOLOGY & SYSTEMS

AI: Claude, ChatGPT, Gemini, JotForm AI, Typeform AI, Hostinger Horizon AI

Development: HTML, CSS, JavaScript, React, Python, Node.js, Netlify, Supabase

Analytics: Google Analytics, Google Search Console, Ahrefs, SEO Strategy

Design: Adobe Creative Suite, Canva, CapCut

PM & Workflow: Asana, Workfront, MS Project

CRM & Data: Salesforce, Excel, Google Sheets, Pivot Tables, Tableau