

SHANNON McMASTER, MPA

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PROFILE

LISTEN FOR THE GOALS, ARTICULATE THE PLAN, GET IT ACCOMPLISHED. REPEAT.

SKILLS

WRITING

- SOCIAL MEDIA AND OTHER ONLINE TOOLS INCLUDING WEBSITE BLOG POSTS, FACEBOOK PAGES, TWITTER, INSTAGRAM, TUMBLR, youtube.com, VIMEO, AS WELL AS MAILCHIMP AND WILD APRICOT FOR EMAIL OUTREACH
- WRITE AND OBTAIN GRANTS FROM PUBLIC AND PRIVATE AGENCIES TO DEVELOP AND IMPLEMENT LOCAL MASTER, RECREATION, AND ECONOMIC DEVELOPMENT PLANS
- REPORT OPTIONS TO DECISION MAKERS, SET AGENDAS FOR MEETINGS, CREATE ANNUAL REPORTS
- WRITE AND REVISE PROCEDURE GUIDES

SPEAKING

- COORDINATE PUBLIC INPUT SESSIONS, PUBLIC HEARINGS ON DEVELOPMENT REQUESTS, AND TRAINING SESSIONS
- PRESENT POLICY, STANDARDS, AND REQUIREMENTS TO STAKEHOLDERS AND NEWS MEDIA
- COORDINATE POLICY DEVELOPMENT BETWEEN STAKEHOLDERS
- EXPLAIN FACT PATTERNS AND DECISION OPTIONS DURING PUBLIC MEETINGS FOR STAKEHOLDERS AND DECISION MAKERS

PROJECTS

- NATIONAL REGISTER OF HISTORIC PLACES DESIGNATION FOR DOWNTOWN BOYNE CITY
- DEVELOPMENT TEAM FOR ORIGINAL SCHULERBOOKS.COM, DEVELOPED AND IMPLEMENTED PLANS FOR MORE EFFECTIVE VERSIONS OF BOOKMANBOOKS.COM
- BLUEPRINTS FOR DOWNTOWNS AND MASTER LAND USE PLANS, DEVELOPMENT AND IMPLEMENTATION
- LIABILITY INSURANCE REBID, REVIEW, RECOMMENDATIONS—VILLAGE OF SPRING LAKE

WORK EXPERIENCE

THE BOOKMAN

2018

- STORE MANAGER
- SUPPORT TO OWNERS ON STRATEGIC AND OPERATIONAL POLICIES
- SOCIAL MEDIA, EMAIL OUTREACH COORDINATION
- TRAINING
- ORDERS/RETURNS
- COMMUNITY OUTREACH AND LIAISON WITH LOCAL COMMUNITY FOUNDATION, CHAMBER OF COMMERCE, SCHOOLS, AND CHURCHES
- ACCOUNTS PAYABLE
- IT SUPPORT
- ABA DIGITAL TASK FORCE, 2017

SCHULER BOOKS

RETURNS ASSISTANT 2012-2014

- SHIPPING/RECEIVING
- DATABASE MANAGEMENT
- DEPARTMENTAL LOGISTICS

SPECIAL ORDERS MANAGER 1998-2004

- POLICY DEVELOPMENT AND COORDINATION FOR 4 SCHULER BOOKS
- LOCATIONS

- **FINANCIAL REPORTING TO ACCOUNTING & OWNERS**
- **WEB ORDER FULFILLMENT**
- **ACCOUNTS PAYABLE**
- **ORDERS/RETURNS**

CITY OF BOYNE CITY, MI 2007 – 2012
ASSISTANT PLANNING/ZONING ADMINISTRATOR

- **GRANT PREPARATION AND IMPLEMENTATION**
- **ORDINANCE ADMINISTRATION AND REVIEW**
- **PLAN DEVELOPMENT**
- **STAFF SUPPORT TO BOARDS AND COMMISSIONS**
- **MAIN STREET DESIGN COMMITTEE**

CITY OF MUSKEGON HEIGHTS, MI DOWNTOWN DEVELOPMENT AUTHORITY 2006 – 2007
EXECUTIVE DIRECTOR

- **DEVELOP ANNUAL BUDGET**
- **MANAGE AND IMPLEMENT DOWNTOWN DEVELOPMENT PLAN**
- **PROPERTY MANAGEMENT**
- **WORK WITH COMMUNITY ORGANIZATIONS ON DEVELOPMENT AND EVENTS**
- **PROPERTY/LIABILITY INSURANCE BID**

EDUCATION / PROFESSIONAL DEVELOPMENT

- **MASTER OF PUBLIC ADMINISTRATION, GRAND VALLEY STATE UNIVERSITY 2007**
- **BACHELOR OF ARTS, VERMONT COLLEGE OF NORWICH UNIVERSITY 2001**

PROFESSIONAL REFERENCES

CECILE FEHSENFELD, OWNER/PRESIDENT, SCHULER BOOKS, 616.942.7330

SCOTT MCPHERSON, PLANNER, CITY OF BOYNE CITY, 231.582.0343

DIANE STEGGERDA, OWNER/PARTNER, THE BOOKMAN, 515.229.5129

DICK TANIS, OWNER/PARTNER, THE BOOKMAN, 616.502.1672

PERSONAL REFERENCES

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