

6

REASONS TO HIRE

**SHANNON
MURRAY**

**AS YOUR
NEXT**

***CONTENT
STRATEGIST***



1 SHE IS **FUELED** *BY* ***CREATIVITY***

While some are driven to *see the world*, others by *fame* or *riches*, Shannon Murray has long been fueled by **creative exploration** and **expression**.

Be it through the **consumption** of great art—in *books, music, theatre, film* or *photography*—or the **creation** of something beautiful—a *photograph, blog post, song, short-story, painting*, or *video*—she is always striving to *expand* and *sculpt* herself into the best **creative thinker** and **artist** that she can be.

SHE UNDERSTANDS THAT **ORGANIZATION** IS KEY TO **SUCCESS**

2

When you walk into a messy room, **your mood shifts**. You are less likely to be *productive, happy, or alert*. The same can be said for a **messy workload**. If *tasks* and *assets* are not **organized**, you are much more likely to *procrastinate* and deliver *poor products*.

Shannon Murray understands that her success in any endeavour is *directly linked* to how **organized** she is. She uses **organization** to reduce *stress*, the temptation to *procrastinate*, and avoid *rushed content*.

SHE KNOWS THAT



STORIES
RESONATE

3

Human beings have always been **storytelling creatures**. We have drawn our stories on *cave walls*, written down our *histories* and *fictions*, and will stop at nothing to entertain and enlighten others with our **finest tales**. From *Harry Potter* to *Netflix* to the *Marvel Universe*, we love nothing better than **consuming a captivating story**.

Shannon Murray has honed and refined her ability to tell *compelling stories*. She will use this skill to tell stories that **resonate** with *your* current and prospective audience, *stimulating growth* and *generating new business*.

4 SHE AIMS TO LEARN AND IMPROVE FOR LIFE



*What's not always seen but within every thought,
Cannot be gained without being taught?*

Knowledge.

Perhaps it's not the perfect riddle, but the answer is *powerful*.
Knowledge is powerful.

Shannon Murray understands this, and strives to constantly *grow, expand, and improve* upon her **knowledge-base**. The world is constantly shifting and changing, so why not *keep up*?

5 SHE FOCUSES ON GETTING CONTENT TO THOSE SEEKING IT



They say that if you want to **get peoples' attention**, you have to **be where they put it**.

Shannon Murray knows the importance of *searchability*, and is motivated to *take all measures* to ensure that the content she creates and curates can be found by **those seeking it**, and is delivered to those who **didn't even know they needed it**. *SEO* is **invaluable** to this process. Without *optimization for search engines*, **content may never be seen at all**.

6 SHE FINDS **VALUE** IN A **PRO-SOCIAL** WORK CULTURE



A **happy employee** is a **productive employee**. This quote is famous for a reason—**it's true**. And while what makes people happy can differ from person to person, humans are inherently **social creatures**. *Studies have shown* that workplaces that emphasize the importance of **social activities during and after working hours** create **happier, more motivated employees**.

Shannon Murray thrives in a *pro-social work environment*, as she becomes more *driven, engaged, and creative* when **social**.

TO ANYONE READING THIS RIGHT NOW,

Thank you **very much** for your consideration.

If you have any further questions for me,
reach me on *my cell* at **613-413-8282** or *by*
email at **shannonracemurray@gmail.com**