

# Shannon M. Barnes

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## Marketing Generalist

### Create Integrated Campaigns for Go-to-Market Strategy on New and Established Products

Expert consultant and staff member in IT hardware, telecommunications and reseller environments. Exceed established goals and expectations while growing company brands and awareness. Develop and implement processes and procedures that increase revenues while decreasing costs. Skilled in cross-department collaboration to better understand and promote products and services, creating focus on end-customer operational challenges.

## Expertise

- Strategic Planning and Analysis
- Social Media Marketing
- Program / Project Management
- Budget Administration / Management
- Contract Development / Negotiations
- Operations Analysis / Process Redesign
- Public Relations and Advertising
- Team Building and Leadership
- Staff Training and Development

## Experience

**AUDICODES**, Piscataway, NJ / Airport City, Israel

**Product Marketing and Field Manager**, North America

2022 - 2023

Managed marketing and branding of AudioCodes in the marketplace for meeting room devices and phones. Collaborated with channel partners, distributors, and content syndication partners to overhaul and update products and services being promoted. Audited corporate website and internal competitive documentation to position products in relation to competitors in marketplace.

- Wrote content, including a K12 e-book, distributed to 10K IT leaders in the US and Canada, addressing challenges, focusing on technology, featuring AudioCodes technology solutions. Collaborated with Microsoft, ensuring AudioCodes content was featured properly on Microsoft Marketplace.
- Authored and published content via 1WorldSync portal, syndicating content to IT channel reseller marketplace for IP telephony and meeting room hardware lines of business.
- Discovered contacts, initiated agreements, stewarded contract process between 1WS and AC legal departments, composing and publishing content for syndication.
- Audited device portions of website for more succinct navigation and accurate content imagery and positioning, providing to web team for execution.
- Developed first eBook for company, targeting K12 education vertical, focusing on post-pandemic technology planning and expansion (featured phones and meeting room technology, addressing challenges school districts face improving efficiencies in classrooms and administrative offices, and emergency protocols).

**CONNECTION**, Merrimack, NH

**Product Manager**

2017 - 2022

Spearheaded 700+ partner relationships to increase sales (portfolio comprised quarterly average of \$22M+ in sales across Business Solutions and Public Sector divisions and \$15M+ in Enterprise division). Designed and executed marketing plans via vendor-funded programs to drive incremental growth in product lines. Set pricing, managed vendor discount programs, worked with sales to procure inventory.

- Managed partnership with Intel, a \$180M+ quarterly revenue partner with processors and products embedded in several of top client and data center partners, exceeding revenue goals by 10% for company and aligning brand more closely with supporting manufacturers' products.
- Oversaw Microsoft Surface line of client devices and collaboration units (including Surface Hub), exceeding revenue goals by 15% for company.

- Facilitated collaboration programs with top elite partners, increasing awareness and facilitating sales of accessory items with backbone technology purchases.
- Trained and mentored partner development specialists on new technologies, providing skillset for company advancement.

**METROCAST**, Belmont, NH

**Regional Marketing Manager**

2012 - 2016

Oversaw \$1M promotional budget and all marketing efforts for New Hampshire and Maine markets. Directed regional social media marketing initiatives. Trained sales staff on competitive offers, campaigns and programs, and rate adjustments. Handled public relations, including charity events.

- Helped company surpass 100K homes by targeting expansion communities and neighborhoods with introductory promotional offers, incenting them for signing on to service.
- Facilitated successful Robbie Mills Memorial Golf Tournament, raising \$30K annually for charities supporting at-risk youth.
- Collaborated with media partners, improving outreach, and decreasing expenses. Received naming rights for radio station (WLNH-FM named MetroCast Studios), trading service in lieu of monetary exchange, saving \$100K annually.

**SMB CONSULTING**, Merrimack, NH

**Owner**

2009 - 2012

Marketing consultant for several firms in healthcare and high-tech space (SaaS and web services firms).

- Wrote website content and developed company newsletters.
- Organized events, increasing market awareness.
- Developed SEO/SEM campaign, boosting Google results.

**Additional Experience**

**MARKETING CONNECTIONS**, Bedford, NH

**Client Services Manager**

**ADELPHIA COMMUNICATIONS**, Concord, NH

**Area Marketing Manager**

**TELEMEDIA**, Seymour, CT

**Corporate Marketing Manager**

**MARCUS CABLE**, Waterbury, CT

**Marketing Manager**

**MID-HUDSON CABLEVISION**, Catskill, NY

**Marketing Coordinator**

**Education**

- **Master of Science (MS)**, Business / Human Resources Management, State University of New York Polytechnic Institute (formerly Institute of Technology), Utica, NY
- **Bachelor of Business Administration (BBA)**, Marketing, State University of New York Polytechnic Institute (formerly Institute of Technology), Utica, NY

**Boards | Community Service**

- Merrimack School Board, 2010 - 2022
  - Served as Chair, Vice Chair, and negotiator for 4 support staff collective bargaining agreements, and 3 teacher collective bargaining agreements.
- Board of Directors, NH School Boards Association, 2014 - 2022
  - Served as 2nd Vice President, President, and Immediate Past President. Represented NH at National level for School Boards Association. Collaborated with the US Delegation on education-based issues.