

# SHAVONNAH ROBERTS SCHREIBER

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Professional Summary

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# SHAVONNAH SCHREIBER



## PROFESSIONAL HIGHLIGHTS

Shavonnah's passion for marketing, leadership, and personal development come to life in her one-to-one coaching practice. In her practice, Shavonnah focuses on equipping fellow marketers with the tools needed to refine their authentic style and lead their teams with confidence. Additionally, Shavonnah is the co-host of a podcast, Big Ideas | Small Business, which focuses on delivering insights and ideas to small business owners to help them scale their businesses. She is also an instructor at the University of Houston Small Business Development Center (UH SBDC). At the UH SBDC, Shavonnah leads marketing classes and workshops geared at helping small business owners uncover the best marketing tactics for their businesses.

## ONE FOCUS

“

*Helping clients effectively brand, market, and position themselves, their services, and their organizations to achieve greater success.*

”

20

years of experience

9+

coaching clients

## EXPERTISE

STRATEGIC MARKETING PLANNING/IMPLEMENTATION

PUBLIC SPEAKING

MENTORING AND COACHING

BRAND IDENTITY/ANALYSIS

SOCIAL MEDIA MANAGEMENT

WEBSITE DEVELOPMENT

CONTENT MARKETING

EVENT MANAGEMENT

SPORTS MANAGEMENT

PUBLISHING

## GLOBAL REACH LOCAL SERVICE



# SHAVONNAH SCHREIBER



## PROFESSIONAL EXPERIENCE

### **SNR CREATIVE | Houston, TX | 2017 to present**

Full-service boutique Marketing firm that specializes in developing holistic marketing plans for local, regional, national companies ranging from boutique to global Fortune 500.

**Current Position:** Founder, Managing Director to a team of nine

### **UH SBDC Business Specialist | Houston, TX | 2020 to present**

The University of Houston Texas Gulf Coast SBDC Network is a business advising and training center serving 32 counties in Southeast Texas. The UH Texas Gulf Coast SBDC Network is a program of the UH Bauer College of Business and a resource partner of the U. S. Small Business Administration (SBA). Business Specialists are professionals who have been identified for their functional expertise. Business Specialists are matched with SBDC clients who need specialized support in particular areas such as Marketing, Human Resources and Accounting to help grow and sustain their businesses.

### **UH SBDC Speaker | Houston, TX | 2018 to present**

The UH SBDC selects qualified, talented, and enthusiastic trainers willing to share their business expertise with seasoned entrepreneurs as well as those new to business ownership. Shavonnah has delivered nearly 20 workshops related to Marketing to SBDC clients.

### **IHS MARKIT | Houston, TX | 2008 to 2017**

\$2.4B information services firm of data, insight, and analytical software in critical areas that shape today's business landscape. Clients are in Energy, Engineering, Automotive, Telecom, Technology, Chemical, Aerospace & Defense, Financial, and Maritime industries. [www.ihsmarkit.com](http://www.ihsmarkit.com)

**Last Position Held:** Executive Director of Marketing, Global Energy Campaigns & Events

### **THE FIFTH BUSINESS | Houston, TX | 2007 to 2008**

A comprehensive change agency, providing service that enables customers to manage change, increase engagement, augment productivity, instill commitment and capture the value of that change. [www.fifthbusiness.com](http://www.fifthbusiness.com)

**Last Position Held:** Business Development Executive

### **AMERIGAS PROPANE, L.P. | Houston, TX | 2003 to 2007**

AmeriGas is a downstream energy company and one of the nation's largest retailers and marketers of propane with over two million customers in all 50 states and 6,000 employees. [www.amerigas.com](http://www.amerigas.com)

**Last position held:** Wholesale Department, Inside Sales Representative



# SHAVONNAH SCHREIBER



## EDUCATION

### **UNIVERSITY OF ST. THOMAS, Houston, Texas**

Master of Business Administration (MBA)

### **UNIVERSITY OF ARIZONA, Tucson, Arizona**

Bachelor of Arts: Communication with Journalism Minor  
Dean's List 4 consecutive semesters; Honors College

## POST GRADUATE CONTINUING EDUCATION

### **AT&T BUSINESS GROWTH ACCELERATION PROGRAM (BGAP)**

This educational program mentors a select group of business leaders and engages them with experienced leaders for mentor sessions throughout the program. The 2020 BGAP session will focus on capacity building concepts, allowing participating businesses to focus on scalability to meet the demands of larger corporations.

### **RICE UNIVERSITY'S BAKER INSTITUTE FOR PUBLIC POLICY EMERGING LEADERS PROGRAM**

A nonpartisan public policy think tank focusing on building a bridge between the world of ideas and the world of action

### **CENTER FOR CREATIVE LEADERSHIP | LEADERSHIP AT THE PEAK PROGRAM**

Senior executive leadership program with hands-on exercises, in-depth feedback, and on-on-one coaching

### **WBEA INNER CIRCLE**

Executive networking group for women business owners

### **PRAGMATIC MARKETING®**

PMC-III; certified in Foundations, Market and Launch

### **AMERICAN MARKETING ASSOCIATION (AMA)**

Professional Certified Marketer (PCM) Certificate

### **TOASTMASTERS INTERNATIONAL®**

Advanced Communicator Bronze  
Advanced Leadership Bronze

### **EMERGENETICS® WORKSHOP**

Emergenetics provides a clear way to understand the intersection of nature and nurture through the Emergenetics Profile, built on four Thinking Attributes and three Behavioral Attributes that every person exhibits.



# SHAVONNAH SCHREIBER



## COMMUNITY INVOLVEMENT

Shavonnah has served at the board level in several non-profit organizations and is passionate about community engagement and advocacy. She is currently serving with the Hermann Park Conservancy, Jung Center Houston, UT Health IMM and SEARCH Homelessness. Because of her extensive engagement in the Houston community, Shavonnah was hand-selected to be featured in the Greater Houston Partnership's national "Houston: The City with No Limits" campaign designed to promote the limitless opportunities available to those who choose to make Houston their home. As a result, she has been the featured talent for national radio, print and video advertisements on behalf of the Greater Houston Partnership.

### **Hermann Park Conservancy**

Marketing and Membership Chair – 2017 to present  
Advisory Board Member – 2015 to 2017)

### **UT Health**

IMM Advisory Board Member – 2015 to present  
Shavonnah Roberts Schreiber Women's Health Endowment – established 2018

### **SEARCH Homeless**

Board Member – 2017 to 2019

### **American Marketing Association Houston Chapter**

Speaker  
Workshop Facilitator

### **Jung Center Houston**

Board Trustee - 2020  
Marketing Committee Chair - 2020

### **Texas Bowl Hospitality Committee**

SEC Team Host – 2011 to 2019  
Chairman Reception Chair – 2009 to 2011

### **Women Energy Network**

National Conference Marketing and Public Relations Chair – 2017  
National Executive Committee – 2018 to 2019  
Houston Chapter Mentorship Chair – 2010

### **Leadership Houston**

Board – 2014 to 2017  
Class XXX – 2011

### **American Society of Safety Engineers**

Treasurer – 2012 to 2013  
Vice President – 2013 to 2014  
Secretary – 2011 to 2012

### **Houston Grand Opera Opening Night Executive Committee**

Committee Chair - 2015-2016  
Membership Chair – 2012 to 2014

### **Toastmasters- IHS Markit Chapter**

VP Public Relations – 2012 to 2013

### **Houston Arts Alliance Business Volunteers for the Arts**

Board Member – 2012 to 2013

### **Houston Downtown Alliance-Emerging Leaders**

Chairperson – 2009 and 2010  
Membership Committee Chair – 2008

### **LIVE Consortium**

Board Member – 2009 to 2011

### **American Marketing Association, Houston Chapter**

### **University of Arizona Alumni Association Donor**

### **University of St. Thomas Alumni Association Donor**



# SHAVONNAH SCHREIBER



## CLIENT & COLLEAGUE FEEDBACK

“

*Shavonnah brings all of the intelligence and professionalism to her role on a daily basis that you would expect from someone with her experience (Business Development Exec) and education (MBA). However, it is her proactiveness and positive attitude that set her apart from others and make her a truly outstanding contributor. From day one, she has introduced and completed new work products beyond those that she was assigned, and these have been adopted within our company. Her enthusiastic and constructive contributions lift the performance of co-workers, improve the outcomes from meetings and workshops, and advance the implementation of the core values of our company. We are grateful to have her as a part of our team*

*T. Lunsford, IHS Markit Colleague, 2019*

“

*Shavonnah is the consummate marketing professional. She is astute, well-read, and keenly attentive to trends and behaviors. Her leadership shines in professional organizations and with her team.*

*M. LeBlanc, Marketing Partner, 2019*

“

*Proficiency, reliability and geniality are a few qualities that come to mind when I think of Shavonnah. Emerging Leaders has been the beneficiary of Shavonnah's qualities to say the least. Her leadership, cleverness, wide range of skills and close attention to detail, ensure that projects are completed in a thorough and timely fashion. Shavonnah instills a high degree of confidence in her capability among her peers. Equally important is her endearing personality which enables her to connect with a variety of people. Shavonnah has become a valued colleague and friend that I will continue to work with and recommend for years to come.*

*K. Osborn, Fellow board member, 2010*

“

*I've collaborated with Shavonnah on various different projects and I hold the highest level of respect for her as a professional and as a person. Shavonnah and I are both instructors for the University of Houston Small Business Development Center. I had the opportunity to sit in on one of her sessions and was highly impressed at both her knowledge and passion for marketing. Additionally she is an excellent communicator and public speaker and thus an exceptional educator. It's been an honor to have Shavonnah as a guest on my podcast Big Ideas Small Business. She was such a great guest, we had to have her back for a second episode! She was one of the most professional and knowledgeable guests that has been on the show. A lot can be learned from Shavonnah about how she runs her business, how she manages her people, and how she takes care of her clients. I would highly recommend collaborating with Shavonnah if you get the opportunity. I would also recommend SNR Creative for any business looking to outsource any of their marketing and branding, she has assembled a very talented team.*

*B. Gedron, Marketing/Podcast Partner, 2019*

# SHAVONNAH SCHREIBER



## CLIENT & COLLEAGUE FEEDBACK

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*I had the recent opportunity to work with Shavonnah at a joint client. She clearly set the tone of how to engage our markets and built a proactive plan to execute. Her approach to branding well thought out and her execution flawless. She provided a solid marketing foundation for the client to build upon. It was a pleasure watching her work and I hope to have the opportunity to work with her in the future.*

*N. Benedict, Client Partnership, 2020*

“

*Shavonnah is highly experienced in marketing, public speaking, and just about everything business related. She exudes confidence and professionalism in the workplace. Working at SNR Creative, I have learned so much from her - from marketing tips to building strong client relationships. She is very passionate about what she does and always puts her clients first! She takes every task head on and is always ready to learn something new. Being a self-starter is in her nature, and you can always count on her to get the job done.*

*J. Phillips, Former SNRC Employee, 2019*

“

*As the VP of Energy Marketing at IHS I specifically recruited Shavonnah from a different business line to join us in Energy because I knew she would be the best colleague in the marketing function to help our industry achieve our goals. Not only did she more than exceed the business objectives, but she became one of the most trusted people in my circle - both professionally and personally. To this day - years after our work relationship concluded - I now count on Shavonnah for her leadership, marketing, communication, goal setting and wise friendship and guidance. We connect routinely to brainstorm the next stages of growth for both her business and my career. I rely on her to always listen to me and give me direct feedback. She is somehow always the most unique voice in my life to help me consider aspects of every situation in a non-traditional way. She dares me to think beyond my own ideas and expand my vision, and holds me accountable by always checking back in. Since she has opened SNR Creative I have recommended several marketers to her and in at least one case I know she has kept that leader in a position of such success she is being considered for a large promotion. If you have a marketing problem, you can have no doubt, Shavonnah and her talented team will solve it for you.*

*J. Rahbany, Former Director, 2019*

“

*Shavonnah and I took several of our MBA courses together at St. Thomas. I preferred working with Shavonnah over other students because of her ability to work efficiently and effectively in teams, her way of bringing new ideas to the table, and amazing presentation skills. I would work with Shavonnah again.*

*S. Carson, MBA classmate, 2009*

# SHAVONNAH SCHREIBER



## CLIENT & COLLEAGUE FEEDBACK

“

*I have had the great pleasure to work with Shavonnah and SNR over the last year. Her expertise in marketing is exceptional. She has breadth and depth of understanding marketing from all aspects and functions. I had a number of projects where I needed support in business aviation industry working on Account-based Marketing, persona development, copywriting, strategizing, marketing automation, advertising to name a few. Shavonnah is a big strategic thinker and had recommendations and ideas on how to proceed on all the marketing initiatives. She is a rare mix of strategic thinker, marketing developer and execution. It's a delight to work with Shavonnah as I know no matter what i put in front of her she has answers and will deliver an outstanding result. Just a fantastic marketing strategic ally to have on any marketing project.*

*M. Munoz-Talcott, Client, 2019*

“

*Shavonnah demonstrated an incredible initiative and a strong dedication to her job and her work peers. Shavonnah leads by example and many people found her enthusiasm and dedication both inspiring and motivating. As part of the sales business development team, Shavonnah worked hard to build authentic relationships with customers, prospects and her peers. Her efforts created a pipeline of qualified leads and happier and more productive sales team.*

*L. Silva Araiza, Former Colleague, 2010*

“

*It's a breath of fresh air working with Shavonnah. She definitely knows her stuff as evidenced by the work product she puts out, and her constant quest to stay on top of the evolution in the way consumers connect with businesses today. She is honest and direct, always willing to tell it like it is in order to help those she works with. When it comes to market research, strategy, and execution, Shavonnah is always the first person I ask for input.*

*C. Stallwitz, Marketing Partner, 2019*

“

*Shavonnah and her marketing team were an integral part in the successful launch of my consulting firm. As I've since learned from multiple consultants as they started their businesses, the most important part in the beginning is getting out there and letting folks know who you are and what you do. Well, the SNR Creative team took that task completely off of my shoulders so I could concentrate on the development of content offerings as well as "shaking hands and rubbing elbows"! She was courteous and professional, while challenging me and my vision where warranted. She was attentive and accommodating, while constructively critical when my ideas veered from our agreed strategy. Thanks very much Shavonnah for allowing me to be an "engi-wierd" during an otherwise flawless launch!!!*

*L. Lacy, Client, 2019*

# SNR CREATIVE CAPABILITIES



*“From your idea to reality in the most creative way possible.”*

## ABOUT US

SNR Creative is a boutique marketing and business development firm that specializes in helping business owners develop and execute winning marketing strategies and programs to scale and achieve greater results.



**STRATEGIC  
PLANNING/IMPLEMENTATION**



**WEBSITE  
DEVELOPMENT**



**BRAND  
IDENTITY/ANALYSIS**



**CONTENT  
MARKETING**



**SOCIAL MEDIA  
MANAGEMENT**



**EVENT  
MANAGEMENT**

## WHAT SETS US APART, THE SNRC DIFFERENCE

- We aim to make marketing meaningful and craft fit-for-purpose marketing programs that have impact and lead to action.
- We reduce the friction between you and your clients with clear, concise messaging, so they can see the unique value of your products and services.
- We have streamlined the client engagement process and are committed to delivering accurate, professional, timely results.
- We are nimble, accessible and hyper-focused on customer delight. In short, we aim to “wow” you!

## CERTIFICATIONS



# From your idea to reality in the most creative way possible.

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