

SHAVONNAH ROBERTS SCHREIBER

Professional Summary

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SNR CREATIVE

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SHAVONNAH ROBERTS 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.

In her free time, Shavonnah enjoys exercising and reading. She reads an average of five (5) books per month, and she is the current Natural Athlete Strength Association (NASA) State of Texas Bicep Curl Division Record holder.

CliftonStrengths® 

- 1. Achiever
- 2. Learner
- 3. Strategic
- 4. Relator
- 5. Self-Assurance

Leads with *Strategic Thinking* CliftonStrengths® Theme

20+
years of experience

30+
coaching clients

200+
hours of coaching sessions

ONE FOCUS

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



GLOBAL REACH, LOCAL SERVICE

SHAVONNAH ROBERTS SCHREIBER



MARKETING EXPERTISE

BRAND IDENTITY/ANALYSIS
CONTENT MARKETING
DE&I TRAINER AND FACILITATOR
EVENT MANAGEMENT
PROFESSIONAL BROADCASTER
PUBLIC SPEAKING
PUBLISHING
SOCIAL MEDIA MANAGEMENT
SPORTS MARKETING
STRATEGIC MARKETING PLANNING/IMPLEMENTATION
WEBSITE DEVELOPMENT

COACHING EXPERTISE

CAREER ADVANCEMENT
IDEA MINING
KNOWLEDGE TRANSFER PREPARATION
LEADERSHIP TRAINING
MENTORING
STRATEGIC PLAN & EXTRAPOLATION
TALENT DEVELOPMENT

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 & CEO 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.

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PROFESSIONAL EXPERIENCE

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.ihsmarket.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

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

Last Position Held: Wholesale Department, Inside Sales Representative

93.7 KRQ TUCSON. | Tucson, AZ | 2003

KRQQ is an FM radio station in Tucson, Arizona, which is licensed to broadcast on the frequency of 93.7 MHz. It is owned by iHeartMedia, Inc.. 93.7 KRQ is Today's Hit Music for Tucson, with Johnjay and Rich in the morning.

<https://krq.iheart.com/>

Last position held: Morning Show Co-host, John Jay and Rich Morning Show



SHAVONNAH ROBERTS 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

CORNELL UNIVERSITY (SCHOOL OF INDUSTRIAL AND LABOR RELATIONS)

Diversity and Inclusion Program Certificate.

OPTIMIZE ENTERPRISES

Class III Professional Optimize Coach Certificate.

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 one-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.



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POST GRADUATE CONTINUING EDUCATION

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.



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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.

Forbes Business Council

Official Member – 2022 to present

City of Houston Independent Police Oversight Board (IPOB)

Panel Chair – 2021 to present

Women on Course

Founding Member – 2005 to present

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 – 2021 to 2024
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

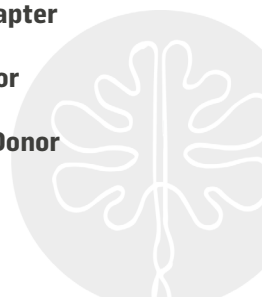
LIVE Consortium

Board Member – 2009 to 2011

American Marketing Association, Houston Chapter

University of Arizona Alumni Association Donor

University of St. Thomas Alumni Association Donor



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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

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CLIENT & COLLEAGUE FEEDBACK

“

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

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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-weird" during an otherwise flawless launch!!!

L. Lacy, Client, 2019



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Shavonnah Roberts Schreiber

Founder & CEO

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THE WORLD CAN'T GO ON WITHOUT YOUR SERVICES

so let's make sure everybody knows
your name.

MISSION

The SNR Creative team exists to
manifest client visions through
collaboration and creativity.
We create this experience by
transforming client needs into reality.

VISION

We pride ourselves on providing
excellent client experiences and
being nimble and agile when
working with our clients and each
other.

VALUES

Direct communication
Agility
Creativity



SNR Creative



@snrcreativehou



SNR Creative



@snrcreativehou

CAPABILITIES STATEMENT

CORE COMPETENCIES



**Strategic Planning/
Implementation**



**Brand Identity/
Analysis**



**Social Media
Management**



**Website
Development**



**Content
Marketing**



**Event
Management**

COMPANY OVERVIEW

SNR Creative has more than a decade of experience developing
holistic marketing plans for companies ranging from boutique to
global Fortune 500.

PROFESSIONAL SERVICES

Campaign Creation/Monitoring/Analysis
Corporate/Internal Communications
Diversity, Equity and Inclusion (DE&I) Programming
Graphic Design/Branding
Landing Pages
Marketing Collateral Materials
Photography/Video Production
Public Relations
Request For Proposal (RFP) Management
Social Media Management
Trade Association Networking Events
Website Design/Development/Maintenance/

CERTIFICATIONS



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



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