

# SHANNON M. CUNNINGHAM

100 Monroe Center NW Grand Rapids, MI 49503

616.458.1332 • [scunningham@shrr.com](mailto:scunningham@shrr.com)



## EDUCATION

Grand Valley State University (B.A., Advertising and Public Relations; Minor: Spanish, 2007)

## DIRECTOR OF MARKETING AND BUSINESS DEVELOPMENT

Shannon joined the firm as its Marketing Specialist and now serves as its Director of Marketing and Business Development. In this role, Shannon is responsible for new business development, firm branding initiatives, fostering strategic relationships, public relations, and external communications. She also leads all aspects of marketing and business development functions to achieve firm growth, profit, and visibility goals.

Before her time with Smith Haughey, Shannon worked at Dan Vos Construction, where she served as the company's Marketing Coordinator. Prior experience also includes marketing, public relations and communications work with The American Cancer Society and The Home & Building Association of Greater Grand Rapids.

Shannon graduated from Grand Valley State University in 2007, receiving her Bachelor of Arts in Advertising and Public Relations and obtaining a minor in Spanish. Efficient in Spanish, Shannon completed her minor requirements at Universitat de Valencia, in Valencia, Spain. During her time at GVSU, Shannon was a four-year member and two-year captain of the women's soccer team.

Shannon is married to her husband, Ethan. The two live in their Easttown renovation project with their Doberman, Odi. She enjoys traveling, writing and design, local eats, reading, and being in the outdoors.

## PROFESSIONAL AFFILIATIONS

Legal Marketing Association - Member

## COMMUNITY AFFILIATIONS

Center for Community Leadership - Leadership Grand Rapids (2014); Leadership Advantage (2016)

Eastown Community Association - Board President, Development Committee, Eastown Access contributor

Humane Society of West Michigan - Board Secretary, Events Committee, Auction Co-Chair

Grand Rapids Art Museum - panoGRAM Committee Member