



Shannon White

MA, Grand Valley State University
Communication and
Media Studies
BA, Calvin College
English Language and Literature

Content Developer • Strategist • Innovator • People Person

✉ shannon@adaptivecap.net

🌐 adaptivecap.net

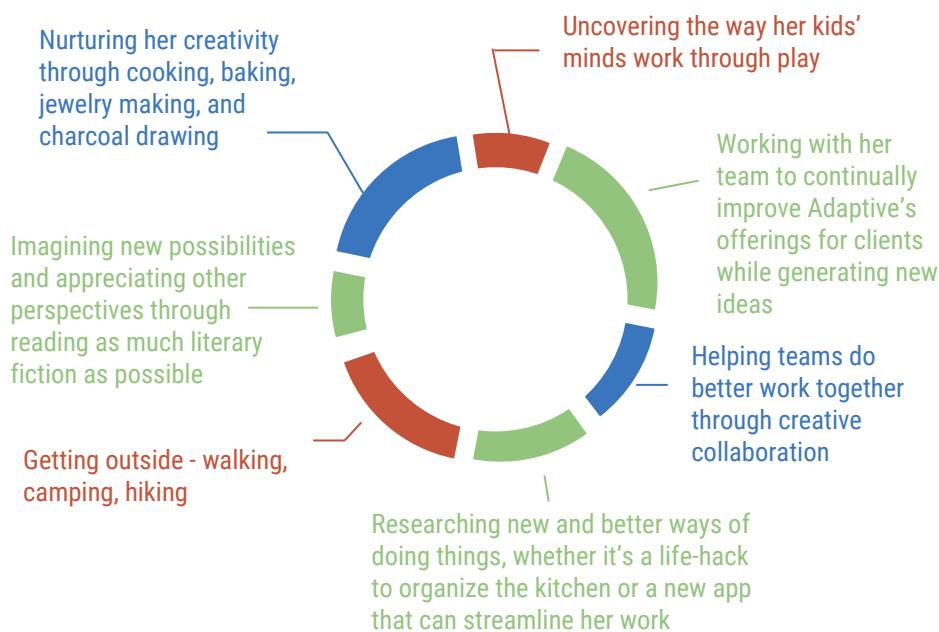
📍 Grand Rapids, MI

“I want to know why. I am passionate about connecting with the right people and asking the right questions to uncover the root of a problem or discover an untapped opportunity.”

Lead Consultant, Adaptive Capacity

Never one to settle for the status quo, Shannon has always looked for better ways of doing things. In 2015, she and her husband co-founded **Adaptive Capacity** to help teams improve the way they work together through collaborative methods that combine design thinking principles with proven software industry concepts. Shannon is most proud of developing tools and methods to help clients understand how user experience, which requires developing empathy for others, contributes to successful projects.

A Day in Shannon's Life



Greatest Strengths

- 🔍 Finding meaningful connections between seemingly unrelated things
- 🗨️ Energized by new people and new experiences
- 💡 Enthusiastic and passionate about developing ideas into reachable goals
- 📣 Strong, persuasive communicator -- written, verbal, and visual
- 📈 Restless for continued improvement

Work History

Independent Consultant (2012-15)

- Developed marketing and communications strategy for organizational development company
- Wrangled various components into actionable, manageable project plans
- Articulated complex ideas into concise calls-to-action

Board of Benefits Services, RCA (2010-12)

Wellness and Communications Coordinator

- Developed and executed communication plan for over 2,000 insurance and wellness participants
- Implemented custom wellness web portal and monthly newsletter (print & web), developed content for both
- Served as liaison between executive director and communication/production department

Wm. B. Eerdmans Publishing Company

Editorial Director, Children's Dept. (2004-08)

- Mined thousands of manuscripts for the gems that would become children's books
- Cultivated strong author relationships while maintaining editorial integrity
- Responsible for managing the entire editorial process, from manuscript to final printed book
- Within 2 years, promoted from editorial assistant to managing editor, and promoted again to editorial director

Reformed Church in America

Writer and Editor, (2000-2004)

- Helped transition the print department to the digital age
- Created content for print and web
- Assisted with layout, design, and artwork for print magazine