



# Shana McIntosh

## BIOGRAPHY

*Passion, Purpose,  
Trusted Advisor,  
Leader.*

Searching for, learning about, and using emerging technologies has created and strengthened her own brand. That same acquisition and enhancement of skills have translated to the betterment to her client partners, maximizing utilization of marketing techniques such as social media branding, forums, websites, PR, publishing, and trade/vendor shows, capturing best industry practices.



## FOCUS and CAPABILITIES

Native to St. Petersburg, Shana realizes fulfillment in helping build her communities by strengthening the presence and impact of their respective small businesses

Awarded Up and Coming Businesswoman of the Year in 2016 by the African American Chamber of Commerce in Shreveport, LA. Shana enjoys enriching the lives of those she is blessed to touch.

Her passion is to enhance the professional growth of her partnering business owners.

Previous and current partners have appreciated her purposeful collaboration, contributing to increased profit and sustainability.

To achieve being a trusted advisor, Shana is committed to a never-ending journey of professional enhancement through continuing education and learning, honing and adding to her skill set. Complacency is not acceptable, for in an ever-evolving market, resting on your laurels means being left behind.

## TIMELINE:

- Graduated 1998 -Lakewood Highschool
- St. Petersburg Junior College 2002
- Opening McIntosh Marketing 2011
- Director of Marketing 2004-2004
- Graphic Arts Design School - Erwin Tech 2004
- New York Institute of Finance 2018

## COMMUNITY INVOLVEMENT

- 2015 – Inner City Entrepreneur Institute – Board Member
- 2015 – Present – WRC Club of Shreveport - Officer
- 2015 – State of Black Shreveport – Board Member
- 2017 – St. Petersburg Business League – Vice President

# EDUCATION/CERTIFICATIONS

- 1998 Lakewood H.S. Graduate
- 2002 St. Petersburg Junior College
- Microsoft Certified 2011
- Auto-CAD Level 1 Certified 2008
- Graphic Arts Design – Erwin Tech 2009
- Fundamental of Market Structures - NY Institute of Finance 2018

## MEDIA

## ACKNOWLEDGEMENTS

- Minority Business Expo 2015 Showcase Spotlight
- Published in the Shreveport Sun Newspaper
- Eleven Events Center New Business Spotlight
- Events Center – Inquisitor Newspaper 2016

# EXPERIENCE

- 2004 – 2014 Dermatec Direct Medical Supplies – Director of Marketing
- 2011 – Founder – McIntosh Marketing
- 2014 – 2016 FOX KMSS Television – Media Marketing
- 2016 – FOX KMSS Morning Showcase – Reporter
- 2016 – Eleven Events Event Center – General Manager
- 2016 – Media Consultant for District Attorney Campaign
- 2016 – Media Consultant for Juvenile Judge Campaign
- 2017 – Founding Member – Suits, Lipstick & Stilettos
- 2017 – Founder – Ladies in Power Foundation

**McIntosh Marketing**

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