

Shala London

**PHONE**

785-505-0636

**EMAIL**

shalalondon@gmail.com

**ADDRESS**

1701 Alabama, Lawrence, Kansas, 66044

PROFILE

Experienced writer, designer, and content strategist specializing in large-scale federal grant initiatives that serve Kansas children and families. Skilled in business and non-profit communications, including grant proposals, needs assessments, strategic plans, annual reports, brochures, white papers, and digital content framing/copy writing.

EDUCATION

University of Kansas
Lawrence, Kansas

M.S. Human Resources, 1996

Phillips University
Enid, Oklahoma

B.S. Business Administration, 1994, *cum laude*

WORK EXPERIENCE

June 2017 - Present

University of Kansas
Center for Public
Partnerships & Research
Lawrence, Kansas

Creative Director

Support CPPR executive management and Kansas state government agencies with creation of federal grant deliverables for our state's early childhood ecosystem. Primary responsibility is to produce visually compelling content across digital and print platforms, simplifying complex information for target audiences.

Member of the Strategic Foresight and Innovation function team. Co-led creation of the CPPR Incubation program, a prototype for design and testing of new service lines.

May 2014 - May 2017

University of Kansas
Center for Public
Partnerships & Research
Lawrence, Kansas

Communications Manager

Established the CPPR Design Team to manage all design and dissemination functions for project promotion and grant deliverables.

Supervised 5-8 full- and part-time staff and contractors, implementing strategies for timely service delivery across CPPR project teams.

Served as subject matter expert for CPPR brand development and messaging, providing professional support to executive management.

Translated CPPR research and grant project outcomes into marketable products and resources to guide practice and shape public policy. Wrote content and designed layouts for digital and print media, focused on maximizing clarity and impact.

Prepared grant funding proposals for the public and private sectors, including concept design, writing, editing, packaging, and submission.

WORK EXPERIENCE

(cont'd)

Sept. 2000 - May 2014

University of Kansas
Center for Economic
Education
Lawrence, Kansas

Assistant Director

Managed operations, budget, and recruitment for teacher training programs.

Explored funding sources, developed grant proposals, administered grants and contracts, and prepared reports.

Developed content and led technology efforts for online credit courses and teacher training programs.

2005-2007: Project Director for KU Senior Academy, a residential economics and entrepreneurship summer camp for high school juniors.

May 1996 - Sept. 2000

University of Kansas
Small Business
Development Center
Lawrence, Kansas

Assistant Director

Consulted with small business owners and aspiring entrepreneurs on issues of start-up, management, marketing, feasibility research, and business plans.

Managed daily operations of SBDC walk-in services and resource library.

Managed SBDC budget and administered federal and local grant funding contracts.

OTHER RECENT TRAINING & EXPERIENCE

Aug. 2020 - May 2021

University of Pennsylvania
Center for Social Impact
Strategy

Executive Program in Social Innovation

Design. Completed coursework in design thinking and strategy for social impact. Curriculum included human-centered design, community needs assessment, democratizing design by engaging lived experts, and performance measurement.

Mar. 2015 - Nov. 2015

KU CPPR and People First
Productivity Solutions

The Leadership Challenge. Completed 9-month group leadership program designed to assess and build skills while improving team effectiveness.

2003 - Present

Freelance Web and Graphic Design

TECHNOLOGY SKILLS

Ms Office ●●●●●
Ms Teams ●●●●●
Wordpress ●●●●●

Illustrator ●●●●●
InDesign ●●●●●
Acrobat Pro ●●●●●

Occasional use of:
Photoshop, Canva, Miro,
Mailchimp, Tableau,
MySidewalk, Salesforce
