



Shawn Pfunder

SENIOR DIRECTOR COMMUNICATIONS

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ABOUT ME

I've been doing this for more than 20 years. If the work involves words and people, I've done it. I'm a writer, editor, public speaker, teacher, designer, and developer. I'm recognized as a communications and content expert.

I take a metrics-driven approach to initiatives so we can get creative. I like to use stories, interviews, performances, and art to unite teams and companies. I know how to inject humor, empathy, and honesty into organizations.

I lead and motivate creative people. That's not easy. They're sensitive, they fight, they have artistic differences — but they're brilliant. Working together they make everyone shine.

Feel free to contact me if you want to talk more about communication strategy and creative thinking.

More the grammarian type? Let's fight about commas and argue about the order of adjectives before a noun. I'll go first: oxford commas all the way and it's opinion-size-age-shape-color-origin-material-purpose-noun.

WORK EXPERIENCE

Senior Director Communications

GoDaddy (2004-2021)

Head of Global Internal Communications. Developed a creative, consistent, and measured approach to internal communications at GoDaddy using storytelling, town halls, video, signage, sites, email, IM, social media, articles, and human-to-human tactics. We relentlessly tracked engagement and sentiment metrics to improve year over year.

Head of Social and Content Marketing. Started and developed the social, content, and field marketing strategies at GoDaddy. Toured as keynote speaker. Launched and grew the GoDaddy Blog. We focused on CPM, engagement and relationship rates: humans > bots.

Head of Training and Professional Development. Launched GoDaddy's first external and internal help centers. Developed original new hire, continuing education, and leadership development programs. The core of these programs is still in use today—more than 10 years later.

Founder and Writing Instructor

Rough Draft Recovery (2021)

We teach others how to use creative writing to recover from addiction, depression, and anxiety. Classes are IRL and online. Clients include Springboard and Choice Recovery in AZ.

Writer

ASG (2001-2004)

Created documents, checklists, animations, and illustrations for a robust and deep project management application.

OTHER RELEVANT STUFF

BA English, University of Montana (1999)

Creative Director, Grounded32

CoFounder, Create for No Reason Podcast

Published Poet, I Believe in a God Who Roller Skates

YouTube Show, Pf**cked Up With Pfunder