

SHANNON M BURNS

Shannonburns112@aol.com

1S.726 Bender Lane
West Chicago, IL 60185
630.779.4893

PROFESSIONAL

Summary

Ed.D, MBA, Over thirty-five years professional and managerial experience in marketing, administration and human resources within service oriented environments. Proficient in corporate marketing management, program development and administration, community organization and community relations, public speaking and training. Consultant and trainer on ethical issues for adults. Creative and analytical problem solver with excellent oral and written communication skills. Self-employed since 1992.

Peaceful Heart Therapies, Naperville, Illinois

1991 - present Sole-proprietorship, providing body therapy and hypnosis to chronic pain patients, trauma survivors and terminally ill patients.

Training and Consulting, Naperville, Illinois

1991 - present Consultant/trainer for small business, adult education systems (including colleges and vocational schools), and individuals. Specializing in professional ethics, business development, stress management and employee morale issues.

Wellness and Massage Training Institute, Woodridge, Illinois

1993 - 2011 Adjunct faculty: teach adult students business start-up/business plan development, professional ethics, critical thinking and physiology.

Parkside Medical Services, Park Ridge, Illinois

Regional Marketing Director
1986 - 1991

- Marketing Director for 14 hospitals nation-wide
- Marketing plan and media strategy development; national account development and management; recruit, hire and train marketing staff; plan, implement and evaluate national projects.
- Details of duties and results available on request.

Director of Outreach
1984 - 1986

- Developed department of two grant funded FTEs into self-supporting division of 12 FTEs with 4 offices and 3 distinct product lines (services statewide in Illinois).

Coordinator of Community
Education Programs
1981 - 1984

- Directed team of consultants in providing program development services to schools, churches, and social service organizations. Services included: needs assessment, ethics policy consultation, program planning, staff training, program marketing and program evaluation.

Drug Coordination and Information Council, Joliet, Illinois

- Prevention Program Director
1980 – 1981
- Wrote, implemented, administered and evaluated Illinois Department of Mental Health Prevention Initiative Grant.
- Research Coordinator
1978 - 1980
- Collected, analyzed and reported statistical data for all areas of program development; researched and developed techniques and instruments for evaluating agency activities and community need for services.
 - Authored Four-County "Comprehensive Needs Assessment"; used by Illinois Health Systems Agency as a regional planning model.

EDUCATION and CREDENTIALS

Doctor of Education: 1999

Nova Southeastern University
Fort Lauderdale, Florida

Master of Business Administration: 1986

Illinois Benedictine College,
Lisle, Illinois

BA, Social Work: 1975

(Community Organization)
College of St. Francis,
Joliet, Illinois

Licensed Massage Therapist: 2005

State of Illinois: current

Certified Hypnotist: 2005

National Guild of Hypnotist: current

Certified Woodland Steward: 2010

Certified Naturalist: Fall, 2012

Steward Leader: 2011

Morton Arboretum

Member:

American Massage Therapy Association
(1993 – current)
Associated Bodyworkers and Massage
Professionals
(1993 – current)

Certified Alcohol and Drug Counselor: 1983

Alcohol and Other Drug Abuse Professional
Certification Association.
Springfield, Illinois

Nationally Certified, Massage and Bodywork: 1993

National Certification Board for Therapeutic
Massage and Bodywork: current

Grantsmanship Training Center: Graduate, 1978.

Illinois Women's Institute for Leadership: Graduate, class of 2011.

COMMUNITY

Board Member: Wheaton League
of Women Voters: 2010

Sierra Club: River Water Monitor:
2009/present

Board Member: West-Win
Homeowner's Assoc.: 2011/present

Morton Arboretum: Lead service
groups in natural areas restoration
projects.

Complete list of volunteer and community activities available on request.

References and Writing Samples

Available upon request.

Shannon M. Burns

Shannonburns112@aol.com

1S726 Bender Lane
West Chicago, IL 60185
630.779.4893

AWARDS AND PUBLICATIONS

CONTRIBUTING AUTHOR

The Slerran: River Prarie Group Quarterly Publication: 2010/preent

The Heron: The Conservation Foundation Magazine: 2010

The Township Democrat: Winfield Township Democratic
Organization Quarterly: 2009/present

“To Your Prosperous Health”

1997 - 1999 Monthly column
Financial Independence Network, Limited.
Boscobel, Wisconsin

Development of a Financial Assistance Program

1999 Belll and Howell Information and Learning Company
Ann Arbor, Michigan

Assistance Programs: A Timely Solution for the Adult Education Setting

1998 Adult Learning

Research Award: Leadership

1998 Topic: Ethics Education
Nova South Eastern University
Fort Lauderdale, Florida

Scholarship Grant Award: Faculty

1997 American Massage Therapy Association
Evanston, Illinois

Star Tribune Newspapers

1979 – 1980 Reporter