



The England Logistics Sales Speaker Series presented by
the Alan E. Hall Center for Sales Excellence

SHONDURAS

AKA Shaun McBride | WSU Professional Sales Alumnus

WEDNESDAY MARCH 29 | 8:30 AM

WILDCAT THEATER, SHEPHERD UNION BUILDING

Free and Open to the public

Who is Shonduras?

Shaun McBride is a fast-talking dude who often tucks his long, curly hair under a backward baseball cap. Shaun has always been an adventurer at heart, with a knack for starting really cool things. His first business venture was owning a skate shop, one of his childhood dreams. After seeing success at the shop he started a massively successful online jewelry boutique that ran through Facebook. This is when Shaun really learned the power of social media.

Because of his recent success he then landed his dream job, traveling and being a rep for snowboard and skateboard companies. While doing this and living life to the fullest his sisters told him to use snapchat to share his crazy adventures. As he started to use the app he realized its incredible potential for keeping attention and engaging an audience. He saw the potential for brands to share their story on the platform, so he set to build a business out of snapchat! As he grew his following he landed some big "articles" which helped him reach out to brands trying to encourage the use of snapchat within their marketing strategies. After months of no success the first brand to partner with him was actually Disney!! From there Snapchat continued to gain popularity and Shonduras began to work with a wide variety of brands... Because he is one of the only people to organically grow a viral following on snapchat (an app that does not cater to growth) he is now working with brands on social strategy and continues to both create the content and also advise brands within the digital space!

For more information contact:

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