



# Shavon Anderson (she/her)

Marketing Content Specialist

## I'm Committed To

Leading with empathy in order to improve the human experience.

## What Holds Me Back

### from Being at My Best

- Focusing too much on solving the small things
- Lack of clarity/direction
- Trying to control every aspect of a project
- People pleasing

## I Work Best When

I have a clear understanding of the "why" behind a project. Getting to how it affects people/communities helps me put solutions into perspective.

## My Favorite Quote

"Design is in everything we make, but it's also between those things. It's a mix of craft, science, storytelling, propaganda, and philosophy."

**Erik Edigard**

## 5 Words To Describe Me

Empathetic, direct, curious, bold, detail-oriented

## Do's And Don'ts

### for Communicating with Me

1. Do be direct but kind.
2. Don't be offended if I ask a million questions!
3. Do address things in the moment.
4. Don't assume negative intent or actions.
5. Do be your full self.

## My Ideal Day Involves

An evening baseball game on a hot summer night. Cold drink in hand with the sun setting behind the stadium, feeling the energy of the crowd.

## What Makes Me Smile

When I observe how clever content and design influence someone's behavior without them knowing it.