

Shannon Truax

Associate Director of Social Media

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Shannon leads Cooley's social strategy and digital storytelling across platforms, developing and executing campaigns that elevate the firm's brand, amplify its thought leadership and engage key audiences. She partners closely across marketing, communications and practice groups to bring Cooley's voice and culture to life in meaningful, measurable ways, leading initiatives that strengthen the firm's market position while continuously optimizing performance through analytics, social listening and evolving platform strategies.

Before joining Cooley, Shannon gained experience in social media strategy, brand storytelling and digital engagement, working with global and Fortune 500 brands across the banking, fintech, technology and consumer sectors. She has led integrated social and digital initiatives that drove audience growth, strengthened brand perception and delivered measurable business impact – leveraging social listening to surface high-impact insights, inform strategy and optimize performance. She also brings deep experience in crisis management and safeguarding brand reputation in complex, fast-moving environments.

Shannon is passionate about the role of social media in shaping brand reputation, advancing employer branding and creating authentic connections at scale.

Education

University of Washington Master in Teaching, 2003

University of Washington BA, English, 2001