



Oyster Shell Strategy was founded in 2018 by Shana Jordan. Pictured here are team members (bottom row, left to right) Lane Fulton, Megan Layton and Jordan. Back row: Maggie Robertson and Richard Hopkins. Photo by Dawn Finch

OYSTER SHELL STRATEGY EVOLVES TO FULL-SERVICE MARKETING AGENCY

Shana Jordan is known for creating and managing signature events in Mobile including the Mobile International Festival, BayFest, Reese's Senior Bowl Summit and Fuse Project's Lip Sync Battle. As owner of **Oyster Shell Strategy**, she and her team have worked diligently to expand the business from just specialty events to all facets of brand management. The agency is the Mobile Area Chamber's Small Business of the Month.

"We achieve success by combining a wide variety of expertise including public relations, fundraising, event planning and productions, corporate social responsibility and more," says Jordan.

An active Chamber member, Jordan says networking events provide Oyster Shell Strategy a platform to foster new

relationships with like-minded and diverse business executives and enable her to meet face-to-face with Chamber board members. She credits Chamber board member Melissa Cross, president of McAleer's Office Furniture, for getting her more involved.

Since opening in 2018, the agency rapidly grew from a one-person business to a team of five. Clients have included DocRx, Fuse Project, Braided River Brewing, Autism2Ability, Reese's Senior Bowl and Mobile Area Water and Sewer System. The agency offers content writing, social media, partnership development, public relations support and overall brand development.

Over the past seven months, as in-person events came to a halt, the team worked to refine the agency's brand and focus on new business development.



Ann-Brooks Morrissette (left) with Fuse Project, and Oyster Shell Strategy owner Shana Jordan, discuss Fuse Project's Lip Sync Battle set for January.

Photos by Dawn Finch

"We like working with young companies to help them grow their brand," Jordan says. In addition, the agency has been working with several local companies as an in-house marketing manager.

"We can show companies the value of having our five-person team working on all facets of marketing, rather than them hiring one person at the same rate," Jordan says. "Everything we do with a client is a collaborative effort."

Jordan also credits business coaches and mentors who constantly challenge and inspire her. "Everything it takes to run a business is overwhelming," she says. "My mentors are helping me plan for short- and long-term growth. They are always coming up with new tools and tasks to challenge me, and every day I am becoming a better business owner."

But what she's not willing to give up is time with her clients. "I have found joy in grassroots marketing efforts," she says.

COMPANY NAME: Oyster Shell Strategy

LOCATION: 7 St. Emanuel St., Mobile 36602

WEBSITE: oystershellstrategy.com

PHONE: 251.706.7444

COMPANY OWNER: Shana Jordan

LENGTH OF CHAMBER MEMBERSHIP: 2½ years

