

# SHANNON K. McDONOUGH

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An experienced digital project leader in the advertising, higher-education and nonprofit industries, I carefully assess requirements, build strong relationships, and understand community behavior in order to make thoughtful, strategic recommendations that facilitate usable access to resources and information. **My academic and professional interests lay at the intersection of creativity, content, technology, social engagement and productivity.**

## OVERVIEW

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### Areas of Expertise

Communications & Marketing  
Content Strategy  
Knowledge Management  
Project Management  
Strategic & Budget Planning  
Business Analysis  
Information Architecture  
Web Analytics  
Usability/User Experience  
Executive Education

Curriculum Development  
Business & Editorial Writing  
Training & Facilitation  
Public Speaking  
Event and Conference Planning  
Social Media Strategy & Mgmt.  
Video Editing & Production  
Podcast Production  
Talent Management/HR Strategy  
Blended Learning

### LIS Coursework

Reference & Information Services  
Information Organization  
Knowledge Management  
Info Services for Diverse Populations  
Principals of Management  
Evaluation of Library Services  
Metadata  
Information Technology

### Professional Associations

ALA  
NELA  
MLA  
SLA

### Industries

Nonprofit  
Library  
Arts & Culture

Advertising / Media  
Publishing  
Higher Education

### Selected Scholarship

Case Study: Leveraging the  
Convening Power of the Web to  
Build a Knowledge Tribe

## EXPERIENCE

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### MAY 2014-PRESENT

#### Digital Strategist

#### JFK LIBRARY FOUNDATION, MA

Report to:

VP, Comm. & Digital Media

Responsibilities:

- Lead and initiate enterprise-wide digital initiatives and strategy
- Oversee day-to-day operations of jfklibrary.org (3MM visitors per year)
- Ensure web operations supports strategic and programmatic goals
- Oversee web technology vendors
- Source and implement technology solutions for business and media dissemination

Key accomplishments:

- On the client-side, led design, development, content development, testing and launch for the institution's first iPad app, The JFK Challenge. Designed by Bluecadet, The JFK Challenge brings history to life for kids 8-12 by turning them into astronauts and Peace Corps volunteers. **Since its launch on Feb. 12, 2015, the JFK Challenge app has been downloaded over 90,000 times from the App Store.**
- Redesigned key sections of the website and YouTube channel which have increased visits by key audiences to program content, ex., Kennedy Library Forums.
- Developed digital strategy and RFP for website redesign.
- Conducted website content audit.

### JAN 2013-PRESENT

#### Principal

#### CONTENT ON A MISSION, MA

Client projects include:

### AUG 2012-JAN 2014

#### Communications Director

#### LIFETIME ARTS, INC., NY

Report to:

President/CEO

Responsibilities:

- Led development of Creative Aging Toolkit for Public Libraries site (IMLS funded)
- Launched Toolkit at ALA Annual 2013 and Pre-Conference Workshop
- Led all communications, marketing, branding and public affairs efforts
- Established all social media channels/blogs and procedures
- Wrote editorial content, i.e., blog posts, magazine articles for *Public Libraries Magazine* and *Programming Librarian* blog (ALA publications)
- Designed professional development curriculum for conferences and online

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## Courses

- Produced and facilitate group online training sessions for 200+ librarians
- Designed and launched a wiki to manage professional development content and discussion for librarians in 21 library systems across 12 states
- Produced, edited and distributed video content for marketing and training
- Designed, compose and implement year-end fundraising campaigns
- Sourced and implemented project management software and planned processes
- Developed metadata and media management system
- Wrote RFP for Branding & Design Vendor; vet submissions; guide team
- Planned complete overhaul of corporate website (on hold for funding reasons)

## JAN-DEC 2013

### Consultant – Website Redesign

SOMERVILLE PUBLIC LIBRARY, MA

Report to:

Director of Libraries

Responsibilities:

- Acted as primary liaison between vendors and library administration/trustees
- Assessed institutional needs and resources related to online communications
- Developed RFP for website redesign project; vetted submissions
- Guided Director, Trustees and project team through (ongoing) redesign process
- Developed RFP to branding/design work; vetted submissions
- Developed content strategy and site map; vetted with senior staff

## JUL-AUG 2013

### Consultant – Marketing/Comm.

TISCH LIBRARY, TUFTS UNIVERSITY, MA

Reported to:

Associate Library Director

Responsibilities:

- Develop and deliver a marketing and communications strategy designed to streamline current internal processes, suggest new approaches and uses of on- and offline channels
- Interview university librarians to extract stories about the impact of their work on teaching and learning; deliver a report for the Director of the Library to share with senior university administrators, many of whom were new hires and unfamiliar with the way the Library interacts with faculty and students, and to highlight successful new initiatives such as their popular Media Lab

## NOV 2010-JAN 2013

### Associate Director Online Content Strategy & Support

HARVARD LAW SCHOOL, MA

Reported to:

Sr. Director of Online Strategy

Responsibilities:

- Managed day-to-day operations of [law.harvard.edu](http://law.harvard.edu)
- Provided strategic direction on web content development and measurement for HLS website as well as for research program, law clinic and administrative sites
- Acted as liaison between HLS Communications department and entire campus, especially HLS IT Dept. and Harvard Public Affairs and Communications
- Developed and communicate web services policies and practices
- Guided marketing and branding discussions
- Managed vendors and related project budgets
- Trained and supported campus web authors on content management software

Key accomplishments:

- Initiated and developed the first-ever web budget for the department
- Initiated first series of annual departmental planning retreats
- Initiated use of Google Analytics to measure web traffic and set usage goals
- Successfully revised/launched several sub sites for research programs and depts.
- Made the case for/initiated content strategy planning for a redesigned **today.law.harvard.edu**, a dynamic news site that improves access to all of HLS editorial content, i.e., news coverage, alumni magazine, and quarterly newsletters (launched January 2014)
- Planned homepage redesign and editorial content re-org project
- Recruited an excellent project manager through my personal network
- Launched a user community website in support of 100+ campus web authors
- Updated HLS web branding to reflect Harvard University identity standards

## JUN 2007-OCT 2010

### Associate Director Web Marketing

STONEHILL COLLEGE, MA

Reported to:

VP, Enrollment Management & Marketing

Responsibilities:

- Oversaw operations and content for [stonehill.edu](http://stonehill.edu)
- Developed and set web content and social media guidelines

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- Key accomplishments:
- Managed vendors, i.e. web design and software firms
  - Consulted on internal communications projects, i.e. student information system portal interface and content governance
- Key accomplishments:
- Led redesign of **stonehill.edu** (2008)
  - Reduced the number of webpages from 10,000 to 3,500
  - Facilitated transition to user-centric information architecture
  - Standardized academic department websites and faculty pages
  - Introduced social media strategy and program
    - + Established first Twitter account
    - + Established Stonehill's Facebook presence, i.e., general fan page and admissions-focused class pages
    - + Instituted the use of blogs and editorial storytelling in support of special programs and the Office of the Provost
  - Conceived, planned, wrote, launched 100-page Admissions WordPress microsite which convinced the Board of Trustees to invest in additional web development for the College; Initiated review/vendor selection for next redesign (2013)

## **MAY 2006-MAY 2007**

### **Internal Communications Manager CONDE NAST PUBLICATIONS, INC., NY**

Reported to: VP, HR Communications

- Responsibilities:
- Oversaw operations for corporate intranet serving 4,500 employees
  - Wrote and distributed executive communications on behalf of senior management
  - Acted as liaison between HR Comm, IT and Corporate PR groups
  - Acted as Director for 6 months covering maternity leave

- Key accomplishments:
- Developed and implemented "most successful" company-wide HR communications program for benefits open enrollment according to SVP, HR
  - Initiated and developed professional development program for department

## **MAY 1998-DEC 2005**

### **Editor in Chief, DDBConnect.com DDB WORLDWIDE, NY**

Reported to: Director, DDB University

- Responsibilities:
- Oversaw development, design and operations for web-based, global intranet serving 10,000 employees in 200 offices

- Key Accomplishments:
- Delivered company's first repository for case studies and directory of user profiles and galleries in a "pre-social media boom" world, bringing employees and knowledge together online

### **Communications & Dev. Planner**

Reported to: Director, DDB University

- Responsibilities:
- Wrote, produced, distributed talent management/executive ed. curriculum material
  - Administered DDB's first distance learning courseware
  - Produced and branded all course materials, communications, collateral and premiums for 50 seminars per year
  - Edited, produced, and launched DDB's first talent management toolkit for managers

### **Manager, Corporate Public Relations**

Reported to: SVP, Corporate Director of Public Affairs

- Responsibilities:
- Drafted and issued press releases
  - Wrote and produced quarterly corporate newsletter
  - Fielded press inquiries for DDB and parent company, Omnicom
  - Managed special corporate events

- Key accomplishments
- Co-directed DDB's 50th anniversary gala at Museum of Modern Art
  - Executed global scholarship competition with Manhattanville College

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## **PUBLIC SPEAKING & TRAINING**

### *Conferences:*

- ALA Annual 2013, Chicago: Facilitated a sold-out workshop on creative aging programs for public libraries (75 participants) and general session launching the Creative Aging Toolkit for Public Libraries (150 attendees)

- American Society for Training & Development (ASTD) Conference 2002, New Orleans, co-facilitated a workshop on marketing a corporate university program

### *Software training:*

- Provided group and one-on-one orientation and training on content management system software and best practices for web writing/publishing/social media to all web content authors at all institutions listed above

## **TECHNICAL SKILLS**

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- Content Management Systems: Interwoven, Ingeniux, Percussion, BigTree, WordPress
- Graphic Design Software: Adobe PhotoShop, Illustrator
- Markup Languages: Basic HTML/XML/CSS
- Production: Video and audio recording; editing with iMovie and Audacity (learning FinalCut)
- Time, Budget, Expense and Project Management: Harvest and Asana, Basecamp, Podio, Zoho Projects
- Other: Digital asset management (DAM) systems, i.e. Cumulus, Portfolio; Database apps; all MS Office/iWork, etc.

## **PROFESSIONAL DEVELOPMENT**

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- Responsive Web Design Workshop, 2015
- Confab for Nonprofits, 2014
- ALA Annual 2013
- ALA Midwinter 2013
- Developing a Web Analytics Strategy for Your Library, ALA Midwinter Workshop, 2013
- Search Engine Optimization and Marketing, Boston University Center for Digital Imaging Arts, 2012
- Confab 2012, 2011 (National conference for online content strategy)
- Google Analytics I, Boston University Center for Digital Imaging Arts, 2011
- Google Analytics II, Boston University Center for Digital Imaging Arts, 2011
- Harvard ABCD groups: www, library technology (2010-2012)
- An Event Apart 2010 (National conference for web design and development)
- Integrating Social Networking, Massachusetts College of Art, 2009
- Taxonomies & Controlled Vocabularies, Simmons Graduate School of Library and Info Science, 2009
- Creative Non-Fiction for Magazine & Newspapers, NYU, 2005
- Creative Non-Fiction / Personal Essay, CUNY, Hunter College, 2004

## **EDUCATION**

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Simmons College Graduate School of Library and Information Science, Boston, MA, MLIS Candidate, Expected 2015  
Stonehill College, Easton, MA, BA, English Literature, 1996  
National University of Ireland, Galway, Arts Courses, Study Abroad, 1994

References are available upon request. Thank you.