

SHANNON K. McDONOUGH

Tuckahoe, NY | 857.523.6100 | skmcdonough@gmail.com

A natural connector and an intuitive, strategic thinker, I am a seasoned communications, marketing, digital media, and adult learning professional with experience leading digital initiatives at the enterprise level. I have worked in advertising, publishing, academic, and nonprofit sectors. My master's degree in library and information science ties together my knowledge of content strategy, information organization, user experience, and digital media.

AREAS of EXPERTISE

Communications & Marketing | Digital Media | Integrated Content Strategy | Knowledge Management | Project Management | Strategic Planning | Business Analysis | Information Architecture | Web Analytics Usability/User Experience | Executive Education | Professional Development | Adult Learning | Aging

PROFESSIONAL EXPERIENCE

Deputy Director for Digital Strategy, Marketing, and Communications **2018-Present**
Lifetime Arts, Inc., New Rochelle, NY

Reports to: CEO

Supervises: 2 f/t direct reports + 3-4 contractors + vendors

As a member of the senior leadership team:

- Set organizational and project strategies
- Interface with prospective and current funders, clients, and partners
- Develop policies and procedures
- Identify and implement information, content, and technology systems
- Select and manage vendors and contractors
- Oversee project and departmental budgets
- Manage HR strategy and staffing issues
- Produced 10-year anniversary gala

As product director for our digital properties and services I have overseen the planning, design, content development, web development, technology selection, and launch for:

- lifetimearts.org
- creativeagingnyc.org
- Creativeagingresource.org
- creativeagingportal.org
- [Creative Aging Resource Newsletter](#)

As marketing and communications lead:

- Partner with the senior team, funders, partners to plan and issue communications about initiatives and impact
- Drive new business via digital messaging and product launches
- Attract and manage new business inquiries
- Manage CRM / digital asset systems
- Lay groundwork for selection and migration to a new CRM
- Oversee brand standards

Senior Manager, Digital Content Curation, Corporate Learning **2015-2017**
Harvard Business Publishing, Boston, MA

Reported to: Director, Content Strategy & Development

Managed partners, contractors + vendors

Responsible for managing the migration of 40K+ content assets (cases, articles, videos, etc.) from Harvard Business Review, Corporate Learning, and Higher Ed businesses into [Leading Edge](#), a new, curated L&D offering sold to Fortune 500 companies. Led and managed a community of practice, aligning three business units.

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Digital Strategist

2014-2015

JFK Library Foundation, Boston, MA

Reported to: VP, Communications & Digital Media

Managed partners, contractors + vendors

Responsible for managing jfklibrary.org. Redesigned homepage; revised site search; led client-side development and launch of the [JFK Challenge App for kids](#).

Principal and Lead Consultant

2013-2014

Content on a Mission, Somerville, MA

Projects included:

- **Communications Director for Lifetime Arts, Inc.**
 - Developed and launched the Creative Aging Toolkit for Public Libraries
- **Communications and Marketing Consultant at Tisch Library, Tufts University**
 - Developed and wrote a report for the university's leadership on the effectiveness of the library and its impact on scholarship
- **Web Content Strategy Consultant at Somerville Public Library**
 - Conducted website audit, selected and interviewed vendors for complete redesign of website serving 80,000 residents

Associate Director of Online Content Strategy & Support

2010-2013

Harvard Law School, Cambridge, MA

Reported to: Sr. Director of Online Strategy

Managed partners, contractors + vendors

Managed day-to-day operations of 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
- Trained and supported campus web authors on content management software
- Initiated use of Google Analytics to measure web traffic and set usage goals
- 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)
- Initiated and developed the first-ever web budget for the department
- Acted as liaison between HLS Communications department and the entire campus, especially HLS IT Dept. and Harvard Public Affairs and Communications
- Developed and communicated web services policies and practices
- Guided marketing and branding discussions
- Managed vendors and related project budgets
- Launched a user community website in support of 100+ campus web authors

Associate Director of Web Marketing

2007-2010

Stonehill College, Easton, MA

Reported to: VP, Enrollment Management

Managed partners, contractors + vendors

- Led redesign of stonehill.edu
- Managed day-to-day operations of the site focused on undergraduate enrollment (marketing)
- Initiated and launched all social media for the institution

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Internal Communications Manager

2006-2007

Condé Nast Publications, New York, NY

Reported to: VP, HR Communications

Served as Interim Communications Director (6 months)

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

Editor-in-chief, DDB Connect

1998-2006

Communications & Development Planner, DDB University

Manager, Corporate Public Relations

DDB Worldwide, New York, NY

Reported to: Director, DDB University

- Oversaw development, design, and operations for web-based, global intranet serving 10,000 employees in 200 offices
- Delivered company's first global repository for case studies and directory of user profiles and galleries in a "pre-social media" world, bringing employees and knowledge together online
- 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

Reported to: SVP, Corporate Communications

- Drafted and issued press releases for DDB and earnings releases for its parent, Omnicom
- Wrote and produced a quarterly corporate newsletter
- Fielded press inquiries for DDB and Omnicom
- Managed special corporate events
- Co-directed DDB's 50th anniversary gala at the Museum of Modern Art
- Executed global scholarship competition with Manhattanville College

Program Manager

1997-1998

New City America, San Diego, CA

- Managed business district office in Pacific Beach, CA
- Developed a 1500 member merchant database
- Managed promotional programs in partnership with City Council

Henry Horenstein Photography, Boston, MA

1996

Studio Manager

- Managed studio for RISD professor and fine art photographer

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VOLUNTEER WORK

President, Board of Directors Friends of the Tuckahoe Library, Tuckahoe, NY	2021-Present
President, Board of Directors Lifetime Arts, Inc., New Rochelle, NY	2014-2017
Board Member Gallery 263, Cambridge, MA	2008-2010

CONFERENCES

American Library Association Annual Conference 2013, Chicago, IL
Facilitated pre-conference workshop + product launch sessions

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

PROFESSIONAL DEVELOPMENT

Confab for Nonprofits, Chicago, 2015 (National conference for online content strategy)
American Library Association Annual Conference 2013, Chicago
American Library Association Midwinter 2013, Seattle
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

Simmons College School of Library and Information Science, Boston, MA
M.S., Library and Information Science

Stonehill College, Easton, MA
B.A., English Literature

REFERENCES FROM SUPERVISORS

Maura O'Malley, co-founder/CEO, Lifetime Arts, Inc. momalley@lifetimearts.org
Rachel Flor, Exec. Director at the JFK Library Foundation (former VP, Comms.) rachel.flor@jfkfoundation.org
Keith McCluskey, Senior Manager, Growth, MinusOne, Inc. (former supervisor at HLS) opifrice@gmail.com