
I lead teams tasked with communicating effectively with customers, employees, and partners via smart, manageable content and systems.

"Shannon catapulted Lifetime Arts into a new era, and a new level of professionalism, and I am forever grateful for that."

— Maura O'Malley, Co-founder/CEO, Lifetime Arts

"Shannon's contributions went beyond work product and creativity. They include challenging assumptions to long-standing ways of operating. She is like a one-person professional development seminar for management. They also include caring about the welfare of everyone on the team and putting actions behind that care."

— Ed Friedman, Co-founder, Lifetime Arts

"Shannon puts a high priority on planning, knowing that any effort here will pay dividends in the long run. In every engagement with the general community, she has served as an advisor, offering smart long-term strategies based on discussions with project owners. She is careful to understand the needs of each group, and to guide them in discussions around audiences, goals, and defining and measuring success. Her responses to each inquiry are carefully crafted to each specific group, an effort that is well appreciated by everyone she engages with."

— Keith McCluskey, Director of Marketing and Communications at Northeastern's College of Arts, Media and Design (formerly of Harvard Law School)

Principal

WYKYK, LLC, NY / January 2023 - Present

B2B marketing strategy lead for [Bream](#), a lifelong learning platform aimed at older adults and the organizations who serve them. Evaluate and redefine all marketing related to B2B market including product positioning, value prop, messaging, use cases, content, email marketing, social media, sales, onboarding, technical and ongoing support. Define B2B lead gen flows and assets. Conduct UX research interviews and oversee user testing.

Deputy Executive Director for Digital Strategy

Lifetime Arts, Inc., NY / January 2018 - September 2022

Defined all marketing, communications, and digital product development strategies and oversaw all executions for this [national arts nonprofit](#) serving museums, library systems, arts organizations, professional associations, community spaces in over 40 states. Oversaw operations as member of 3-member senior management team managing 10 f/t staff + variable workforce.

Senior Manager, Digital Content Curation

Harvard Business Publishing, MA / April 2015 - December 2017

Led delivery of 40,000 assets from Harvard Business Review archive to a new, curated L&D Corporate Learning product offering sold to Fortune 500 companies. Initiated and managed a community of practice, aligning four HBS business units.

Digital Strategist

JFK Presidential Library + Museum, MA / June 2014- April 2015

Responsible for day-to-day operations of [jfklibrary.org](#) including redesigning the homepage; re-engineering site and digital archives search; and developing event-based microsites. Led development and launch of the JFK Challenge App for kids designed by Bluecadet.

Principal

Content on a Mission, MA / January 2013-May 2014

Led communications, marketing, and digital product development for Lifetime Arts, Inc. Consulted on communications and marketing initiatives for Tisch Library at Tufts University. Consulted on enterprise web strategy for City of Somerville Public Library.

Associate Director, Online Strategy + Support

Harvard Law School, MA / November 2010-January 2013

Managed day-to-day operations of [law.harvard.edu](#). Provided strategic direction on content development for enterprise website as well as individual research program, law clinic, and administrative sites. Acted as liaison between HLS Communications department and the entire campus, especially HLS IT Dept. and Harvard Public Affairs and Communications. Initiated and launched community of practice in support of 100+ campus content creators.

"Smart. Innovative. Passionate. Forward Thinking. Insightful. Easy to work with. A people person. Those are just a few of the words I'd used to describe Shannon McDonough.

"She was instrumental in creating our learning programs at DDB, which we called Connect, then DDB University. At that time, we had nothing like these programs but knew we needed them. Shannon and the team were on a mission to make DDB a leader in this area.

"The innovative ideas that powered the programs connected our people across our network for the first time in order to learn skills, share skills and be inspired by fresh thinking and new ideas.

"Maybe most importantly, they inspired our people across the network to feel that not only would this learning help them help DDB and our clients but it would also help them further their careers and achieve their goals at DDB. And they helped the people in our far-flung offices feel they were part of something much bigger than their individual office. I know from my travels across the network how important that is.

I have also been extremely impressed with what Shannon has accomplished after she left DDB. Amazing, really."

— Bob Scarpelli, Former Chairman and Chief Creative Officer, DDB Worldwide

Associate Director of Web Marketing

Stonehill College, MA / June 2007-October 2010

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.

Internal Communications Manager

Condé Nast, Inc., NY / April 2006-May 2007

Oversaw operations for corporate intranet serving 4,500 employees. Wrote and distributed executive communications. Acted as liaison between HR Comm, IT, and Corporate PR groups. Initiated and developed a professional development program for the department. Partnered with recruitment team to text and implement new HRIS.

Editor in Chief

DDB Worldwide, NY / December 1998-December 2005

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. Also served as Manager, Corporate Public Relations: Drafted and issued press releases for DDB and earnings releases for its parent, Omnicom. Wrote and produced a quarterly global newsletter. Fielded press inquiries for DDB and Omnicom. Managed special corporate events such as DDB's 50th anniversary gala at the MoMA.

Project Manager

[New City America](http://NewCityAmerica.com), CA / April 1997-April 1998

Studio Manager

[Henry Horenstein](http://HenryHorenstein.com), MA / May 1996-October 1996

MS, Library and Information Science

Simmons University, MA

BA, English Literature

Stonehill College, MA

EDUCATION

SELECTED SPEAKING

American Alliance of Museums' Museum Summit on Creative Aging, 2021; American Library Association Annual Conference, 2013; American Society for Training & Development (ASTD) Conference, 2002

PROFESSIONAL DEVELOPMENT

Confab for Nonprofits, 2015; American Library Association Annual Conference, 2013; American Library Association 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; Confab 2011; Google Analytics I, Boston University Center for Digital Imaging Arts, 2011; Google Analytics II, Boston University Center for Digital Imaging Arts, 2011; An Event Apart 2010; 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 Nonfiction / Personal Essay, CUNY, Hunter College, 2004