

# SHEILA CONOLLY

Senior communications and marketing leader responsible for driving cross-company initiatives that support brand and business objectives. Proven success in strategic communications, brand strategies, partnership marketing, sales enablement, creative production, and content strategy. Team builder, brand promoter, and creator of an unprecedented customer experience. Two-time Emmy Award winner.



## STRENGTHS

- **Strategic communications strategy** for high-visibility initiatives including crisis events and robust organizational restructures
- **Cross-functional influence** and **trusted partnership**, demonstrating enterprise integration across sales, product, media, operations, and other business units
- **Audience-first strategic planning** using a data informed approach
- Operational innovation incorporating cost- and time-saving **AI-powered solutions**
- Cross-channel **messaging alignment** and **marketing execution** including managing co-branded campaigns and cross-promotional activations
- Measurement, attribution, and **performance accountability** for go-to-market initiatives

## EXPERIENCE

Comcast NBC Universal - Philadelphia PA

- **Senior Director, Client Creative** 1/2024 - present
  - Managing Director and Executive Producer of a 45 person in-house creative agency for Comcast Advertising. Lead a team of creative strategists, digital marketers, editors, and other operations personnel to deliver omnichannel creative solutions for advertising clients nationwide.
  - Build and manage internal sales partner relationships; maintain and influence client partnerships. Set and own long-range strategic vision for team, aligning advertising strategies to client objectives and maximizing sales revenue.
  - Develop operational and production innovations and workflows to increase speed to market, raise creative quality, and expand revenue opportunities for the sales enterprise.
    - Impact: *Advertising clients using my team are 35% less likely to churn and see a 41% lift in consumer conversion rate compared to advertisers using other sources for creative.*
- **Consumer Marketing Communications** 1/2018 - 12/2023
  - Senior Director**, Retention Marketing Communications
  - Director**, Customer Communications
  - Senior Manager**, Crisis Communications
  - Led the strategic direction and development of prospect and customer-facing communications across digital, email, SMS, social, and video channels to drive engagement and to retain subscribers of Xfinity products and services.
  - Drove brand awareness through innovative communication strategies aimed to support “at risk” and crisis moments in the customer lifecycle.
    - Impact: *Communications strategies deployed in emerging channels (push notifications, app) increased customer perception of reliability, a key driver of churn reduction.*
    - Results: *Wrote and developed the first CEO-authored customer communication series in response to COVID, yielding highest engagement rates in company history.*

## CONTACT

- 📞 518-369-6553
- ✉ sheilaconolly@mac.com
- 📍 Based in Philadelphia
- 🌐 www.sheilaconolly.com

## MOST PROUD OF

📺 **Gaining viewers**  
by producing some of the most-watched content on screens worldwide

📈 **Growing brand love**  
at Comcast by achieving the first double-digit positive satisfaction score in company history

👥 **Getting the best**  
out of teammates and driving their success through multiple organizational changes

## EDUCATION

- **Master of Arts**  
Journalism & Communications  
New York University
- **Bachelor of Arts**  
English & Economics  
Villanova University

## THINGS I LIKE

- 🏔 The mountains of upstate New York
- ✂ Crafting
- 🏀 Nova hoops

○ **Senior Manager, Strategic Partner Marketing** 7/2015 - 12/2017

- Identified strategic partnerships with civic leaders and high profile businesses to increase awareness of Comcast's innovation narrative, and to underscore Comcast's value proposition in the competitive marketplace.
- Created co-branded experiences in multiple cities showcasing NBCUniversal properties (*The Voice*, *Will & Grace* reboot, among others) and other NBC and Comcast assets (Xfinity Voice Remote, WiFi Ready, etc). Developed thought leadership panels, created community programming series, managed events, and executed partner activations.
  - Impact: *Drove influencer engagement by 50% and increased brand awareness in 12 months in competitive cities with local experiential marketing events including product showcases, seminars, and movie screenings.*

## Additional Brand Partnership Experience

○ **Various agencies, networks, and production houses** 1998-2015

- Implemented creative strategies to drive viewer retention and loyalty while adhering to strict budgets for a variety of agencies, networks, and production houses nationwide. Included senior production roles at NBC Sports, Food Network, HBO, ABC Sports, and others.
- Partnered with corporate sponsors including Omega, United Airlines, Lexus, Sysco, and Sherwin-Williams to drive brand awareness through various broadcasts and events
- Led co-branded campaigns on behalf of television networks for niche clients including U.S. Curling, U.S. Equestrian Federation, Freestyle Motocross, AMA Road Racing, and New York State's Environmental Conservation Agency.
  - Results: *Creative strategies implemented on a first-ever mixed martial arts league, "Strikeforce on NBC", made it the highest rated TV show for the network in that timeslot.*
  - Career Highlight: *Awarded two Emmys at multiple Olympic Games for writing and storytelling.*

[sheilaconolly@mac.com](mailto:sheilaconolly@mac.com) | [www.sheilaconolly.com](http://www.sheilaconolly.com)