

# SHEILA CONOLLY

Senior leader of marketing strategies that deliver against brand and business objectives. Success in marketing communications, 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.



## EXPERIENCE

### Comcast NBC Universal - Philadelphia PA

#### Senior Director, Sales Development Client Creative 1/2024 - present

Managing director of a 45 member in-house creative agency for Comcast Advertising. Lead a team of creative strategists, digital marketers, and editors in the development of omnichannel creative solutions for hundreds of national, regional, and local advertising clients. Manage internal sales partner relationships, scale best-in-class sales partnership opportunities to maximize revenue, and socialize the value of the agency's effect on reduced client churn. Contribute to \$40M of media revenue annually with award-winning work.

- Clients using the internal agency see a 41% lift in consumer conversion rate compared to those 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 creative development of customer-facing communications across digital, email, SMS, social, and in-product channels to drive engagement and to retain subscribers of Xfinity products and services (Comcast's residential TV, internet, mobile, and phone service). Drove brand awareness and contributed to business goals through innovative communication strategies aimed to support "at risk" moments in the customer lifecycle.

- Communication strategies deployed in emerging channels (push notifications and in-app) led to increase in customer perception of reliability, a key driver of churn reduction.
- Wrote and developed the first CEO-authored customer communication series in response to COVID, yielding highest engagement rates in company history.

#### Sr Manager, Strategic Partner Marketing 7/2015 - 12/2017


Identified strategic partnerships with civic leaders and local companies to drive digital equity initiatives and to increase awareness of Comcast's product innovation. Developed thought leadership seminars, created community programming series, and wrote blog posts.


#### Production & Agency Experience 2000 - 2015


Pitched and produced engaging content to air across marquee broadcast, cable, digital and social platforms for a variety of agencies, networks, and production houses based in New York and Philadelphia.


- Creative strategies implemented on Restaurant Impossible ranked the series among the most-watched cable TV shows for multiple seasons.
- Awarded two Emmys for feature production at multiple Olympic Games.

## 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