

SHEILA CONOLLY

Senior leader who thrives at the intersection of creative, strategic, and operational excellence and is always in pursuit of maximizing engagement, generating revenue, and achieving business goals. Proven 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, Client Creative 1/2024 - present

Managing Director and Executive Producer of a 45 member in-house creative agency for Comcast Advertising. Lead a team of creative strategists, digital marketers, editors, and other production and operations personnel in the development of omnichannel creative solutions for national, regional, and local advertising clients. Manage internal sales partner relationships. Develop operational and creative production innovations and workflows to increase speed to market, achieve creative excellence, and maximize revenue for the sales enterprise.

- 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 creative 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. Served as a senior advisor to cross-functional leaders on compelling content that both resonated with audiences and contributed to business goals.

- Communication strategies deployed in emerging channels (push notifications, app) drove an 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 public awareness of Comcast's innovation narrative. Developed thought leadership seminars, created community programming series, and executed partner activations to drive influencer engagement.

Creative Production & Agency Experience 1998 - 2015

Pitched, wrote, produced, and provided editorial oversight of large-scale productions for a variety of agencies, networks, and production houses nationwide. Included senior production roles at NBC Sports, Food Network, HBO, ABC and others.

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



CONTACT

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📍 Based in Philadelphia

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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