

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 expertise** across high-visibility initiatives including crisis events and reputation messaging, competitive advantage narratives, and robust organizational restructures
- **Cross-functional influence** and **trusted partnership**, with a focus on enterprise integration across business units, sales teams, product and technology experts, corporate communications, and more
- **Audience-first strategic planning** using a data informed approach
- Cross-channel **messaging alignment** and **marketing execution** including managing co-branded campaigns and cross-promotional activations
- Operational innovation incorporating cost- and time-saving **AI-powered solutions**
- 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 external 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, achieve creative excellence, 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.

CONTACT

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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

- 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.*

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

- Identified strategic partnerships with civic leaders and local businesses in competitive cities to increase awareness of Comcast's innovation narrative and competitive value proposition.
- Developed thought leadership seminars and panels, created community programming series, managed networking events, and executed partner activations.
 - Impact: *Drove influencer engagement by 50% and increased brand awareness in 12 months in competitive cities*

ADDITIONAL AGENCY 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.*

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