

SHEILA CONOLLY

Executive leader in enterprise brand strategies, marketing communications, and creative production with a track record of building high performing teams and delivering measurable outcomes. Highlights include 15 years in the sports television industry followed by another 10 in various roles at Comcast with a focus on engagement, retention, and brand partnership. Currently manage an in-house agency for Comcast Advertising, setting strategic vision and leading omnichannel creative solutions that align to sales and revenue goals.

STRENGTHS

- Strategic **brand partnership** with large sports organizations and other high profile sponsors
- Cross-channel **marketing execution** including managing co-branded campaigns and cross-promotional activations
- **Cross-functional influence** and enterprise integration across sales, product, media, operations, and other business units
- **Relationship management** in pursuit of driving common business goals
- **Audience first strategic planning** using a data informed approach
- Operational innovation inclusive of cost- and time-saving **AI-powered solutions**
- Measurement, attribution, and **performance accountability** for go-to-market initiatives
- Team leadership inclusive of **robust organizational restructuring** and mentoring

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.



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

- 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 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.*