

SHEILA CONOLLY

Accomplished creative communications leader with success in developing content and editorial marketing strategies that deliver against brand and business objectives. Team builder, brand promoter, and creator of an unprecedented customer experience. Two-time Emmy Award winner and a font & typeface enthusiast.



EXPERIENCE

Comcast NBC Universal - Philadelphia PA

Senior Director, Consumer Marketing Communications since 3/2022

Lead the strategic direction and creative development of customer-facing communications to drive engagement and to retain subscribers of Xfinity products and services (Comcast's residential TV, internet, mobile, and phone service).

- Increase audience reach through multi-touch communications strategies across digital, email, SMS, social, and in-product channels.

Over 950 million service communications delivered to customers annually from my teams.

- Implement testing strategies based on reporting data, consumer insights, and customer feedback to increase effectiveness of communications on reducing subscriber disconnections.

Communication strategy deployed in emerging channels (push notification and in app) led to increase in customer perception of reliability, a key driver of churn reduction.

- Promote digital adoption and reduce agent interaction through creation of educational and timely communications.

First-ever notification strategy to proactively alert customers of known service outages reduced customer contact rate by 45%.

Director, Customer Communications 3/2020 - 2/2022

Responsible for increasing customer trust, transparency, and brand awareness of Xfinity products and services through creation of communications against an editorial calendar of business needs and in collaboration with internal partners and external agencies.

Wrote and developed the first CEO-authored customer communication series in response to COVID, yielding highest engagement rates in company history.

Senior Manager, Customer Communications, Crisis 1/2018 - 2/2020

Drove brand and business objectives through innovative communication strategies to support "at risk" moments in the customer lifecycle.

Created first-ever television commercial spots highlighting Xfinity superiority in inclement weather leading to a 16-point (and rising) increase in overall customer sentiment (NPS).

Sr Manager, Strategic Marketing Communications 7/2015 - 12/2017

Created community programming in partnership with civic leaders and local influencers to drive digital equity initiatives and to increase awareness of product innovation. Provided lead writing support for executive communications, talking points, and blog posts.

Drove influencer engagement by 50% and increased brand awareness in 12 months in competitive cities through local experiential marketing events including movie screenings, panels and product showcases.

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
1998

🎓 Bachelor of Arts

English & Economics
Villanova University
1995

SKILLS

Content Production

Customer Experience

Talent Management

Agency Management

Event Marketing

Alkemy X Creative Agency - Philadelphia PA

Senior Content Director 5/2012 - 6/2015

Creative leader in the development of unscripted productions across broadcast and digital platforms

- Led teams of 30 or more in developing creative strategies, and supervised productions from concept through delivery to drive viewership.

Implemented creative strategies on "Restaurant Impossible" which helped rank the series among the 3 most-watched shows on cable television for consecutive seasons.

NBCUniversal - New York NY

Senior Content Producer 5 Olympics from 2006 - 2014

Pitched and produced engaging content to air across marquee broadcast, cable, and digital platforms at multiple Olympic Games.

- Supervised field shoots and the post-production process, and provided creative oversight in guiding story development through multiple revisions.

Creative contributions resulted in a record number of viewers, and solidified the Beijing and London Olympic broadcasts as the most-viewed events in U.S. television history. Awarded two Emmys for feature production.

ADDITIONAL PRODUCTION & AGENCY EXPERIENCE

Center City Film & Video - Philadelphia PA

Producer 3/2011 - 4/2012

Developed new programming, reviewed and provided notes on concepts in development, identified and managed talent, evaluated and managed budgets, and pitched pilot series to secure and retain viewers for WeTV network's key demographic.

GlaxoSmithKline - Philadelphia PA

Communications Manager 8/2010 - 2/2011

Created communications tools including training programs and town hall content to promote internal and external campaigns for large pharmaceutical company.

Carr-Hughes Productions - Saratoga Springs NY

Managing Content Producer 8/2002 - 12/2005 & 2/2008 - 7/2010

Led and managed broadcast and cable programming for major networks and for nice sports clients including U.S. Curling Association, U.S. Equestrian Federation, Freestyle Motocross and AMA Road Racing. Implemented creative strategies and secured new talent in development of the first mixed martial arts league on network television. Contributions helped rank *Strikeforce on NBC* the highest rated TV show for the network in that time slot. Also developed a first-of-its kind digital and cable series, *Empire State Outdoors*, for New York State.

WNYT-TV - Albany NY

Creative Services Producer 1/2006 - 8/2008

Created, wrote and executed promotional campaigns which increased viewership and positioned a top-60 Designated Market Area as the most-watched station with the most-trafficked website in the market. Received the Nori Award for Outstanding Achievement in advertising and communications.

ClearChannel Communications - New York, NY

Manager, Programming & Development 1/2000 - 8/2002

Served as creative coordinator for scripted and unscripted series, live event broadcasts, documentaries and other development projects.

THINGS I LIKE



The mountains of upstate New York



Crafting



Nova hoops