

# Shannon Donaghy

She/her

**Content Creator, Graphic Designer,  
Communications Professional**

Detail-oriented content creator, graphic designer, and communications professional who specializes in digital and written storytelling. With 5 years of publicity experience and 3 years of social media management experience, I excel at reaching target audiences and identifying key trends to strengthen brands.



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Woodbury, NJ



Shannon Donaghy



@after\_this\_chapter

## Education

### Rowan University

Expected October 2024

Marketing Design Certificate

### Montclair State University

2016 - 2020

Bachelor of Arts

- English major, Public and Professional Writing minor, concentration in Creative Writing
- International Student Organization Secretary
- Writing club member

### Semester at Sea - Colorado State University

Spring 2018 voyage

- Writing club leader and organizer

## Skills

- Microsoft Office
- Adobe Suite
- Cision
- Salesforce
- Google Drive
- Canva
- Social Media (Instagram, TikTok, LinkedIn, Twitter, Facebook, Youtube, Threads)
- WordPress
- Squarespace
- Organization
- Graphic Design
- Content Creation
- Creative Writing
- Editing/Proofreading
- Professional Writing
- Communication
- Creative Problem Solving

## Communities & Volunteering

### Woodford Cedar Run Wildlife Refuge

Active member

- Assist in hosting group volunteer events
- Assist in running on-site events
- Assist in maintaining animal enclosures and grounds

### M.A.R.C.H environmental book club

Hosted by Rutgers University

Active member

## Relevant Experience

### Smith Publicity

#### Publicist and Social Media Strategist, April 2022 - April 2024

- Manage company Instagram account (@smithpublicity), achieving an additional 600+ followers over 2 years
- Alongside Marketing Manager, create monthly social media calendar based on SEO and trends explored in company podcast, blog, and newsletter
- Lead up to 10 campaigns at once, developing highly tailored pitches and communicating with both media and clients directly
- Design unique and eye-catching graphics for company and client social media accounts
- Proofread, edit, and provide feedback on client articles
- Write blog posts for company blog and other industry blogs such as FriesenPress

#### Associate Publicist, September 2021 - April 2022

- Support up to 8 campaigns at a time
- Perform administrative tasks such as NetGalley management, internal list management, book awards submissions and more
- Brainstorm unique, timely, and eye-catching angles by monitoring media landscape in search of a need for a clients' expertise
- Assist in maintaining company social media accounts

#### Publicity Coordinator, September 2020 - September 2021

- Support up to 5 campaigns at a time
- Research relevant contacts and topics for assigned campaigns
- Perform administrative tasks as needed such as, NetGalley management, internal list management, book awards submissions and more

### Mighty Writers

#### Poetry Workshop Leader, September 2020 - October 2020

- Propose and create curriculum for "Poetry is Everywhere!" course
- Teach children aged 11-13 via Zoom different poetry forms such as collage, blackout, haiku, tanka, duplex, and ekphrastic

### Montclair State University Study Abroad Office

#### Study Abroad Peer Advisor Coordinator, December 2018 - June 2020

- Coordinate all Study Abroad Peer Advisor events, including weekly information booths, Q&A sessions, and booths at the study abroad fair
- Update and edit individual entries in Studio Abroad program
- Run weekly information sessions for prospective students
- Interview and onboard all new Study Abroad Peer Advisors
- Make updates to the study abroad website via WordPress
- Create content for and manage Study Abroad Office social media accounts