

SHANNON DONAGHY

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7845 MONTGOMERY AVE
ELKINS PARK, PA 19027

RELEVANT EXPERIENCE

ASSOCIATE PUBLICIST

Smith Publicity | September 2021-present

- Develop highly tailored pitches for media outreach
- Communicate with both media and clients directly daily
- Write dynamic press releases, media sheets, speaker sheets, and other press documents for clients
- Run up to 8 campaigns at a time
- Perform administrative tasks as needed such as, NetGalley management, internal list management, book awards submissions and more
- Create sell sheets and other press materials using Canva for multiple campaigns, such as unique postcards for book launch parties and blog tour graphics
- Brainstorm unique, timely, and eye-catching angles by monitoring media landscape in search of a need for a clients' expertise

PUBLICITY COORDINATOR

Smith Publicity | June 2020-September 2021

- Develop highly tailored pitches for media outreach
- Communicate with both media and clients directly daily
- Write dynamic press releases, media sheets, speaker sheets, and other press documents for clients
- Run up to 5 campaigns at a time
- Perform administrative tasks as needed such as, NetGalley management, internal list management, book awards submissions and more
- Create sell sheets and other press materials using Canva for multiple campaigns, such as unique postcards for book launch parties and blog tour graphics

BOOK PUBLICITY INTERN

Smith Publicity | May 2019-June 2020

- Create unique media lists for individual campaigns
- Write hybrid press releases for both fiction and nonfiction titles
- Write pitches for print media, podcasts, blogs, and TV/radio
- Create sell sheets and other press materials using Canva for multiple campaigns, such as unique postcards for book launch parties and blog tour graphics

ACADEMIC PROFILE

MONTCLAIR STATE UNIVERSITY

Bachelor of Arts, English Major | May 2020

- GPA: 3.792
- Creative Writing Concentration
- Public and Professional Writing Minor
- International Student Organization: Secretary

SEMESTER AT SEA

Colorado State University | Spring 2018

- Traveled to 12 different countries across Asia, Africa, and Europe on a cruise ship while taking classes over the course of 4 months
- Writing Club: Leader



PUBLICATIONS

POETRY

2021

- The Mark Literary Review, "Field of Flowers"
- Global Poemic, "Pandemic Graduation (May 2020)"
- Journal of New Jersey Poets, "Demolition"
- In Our Shoes: An LGBTQ+ Poets Anthology, "False Pride"
- From Stonewall to Sappho, Sapphic Writers Online, "Anti-Ode to The Binary"

2019

- Normal Review, Fall 2019, "Horse Wedding"
- Celestial Musings: Poems Inspired by the Night Sky, "Powerlines"

2018

- Plum Tree Tavern, "Ivy" and "The Bench Behind Stone Hall"
- Red Cedar Review Vol.53, "Powerlines"

NON-FICTION

2020

- Lit Pub, Poetry Review, "A Magnificent, Sentient Beast of a Book: E. Briskin's Orange"

2019

- Global Treks and Adventures, Iceland Trail Guide, "Wildlife" Section
- WMSC Radio, Montclair, "Halfnoise Concert Review"
- Hidden Compass, Winter 2019, "Invasion"

SKILLS AND ABILITIES

- Microsoft Office
- Adobe Suite
- Cision
- Salesforce
- Google Drive
- Canva
- Wordpress
- Social Media
- Creative Writing
- Editing/Proofreading
- Professional Writing
- Communication
- Multitasking
- Creative Problem Solving

CONTACT ME

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SOCIAL MEDIA

- LinkedIn: Shannon Donaghy
- Personal Instagram: @shandonaghy
- Book/Poetry Instagram: @after_this_chapter
- Twitter: @shandoahvalley