

# SHANNON NIEHAUS

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## EXPERIENCE

### *Associate Director, Communications*

**October 2023 - Present | Vineyard Cincinnati Church**

- **Integrated Marketing & Creative Direction:** Oversee the strategic design and deployment of cohesive marketing initiatives—leveraging email, social, video, web, and large-scale signage—while managing cross-functional creative teams to streamline production and ensure all assets maintain strict brand standards.
- **Lead Cross-Functional Project Management:** Drive cross-departmental collaboration and unify teams to oversee communication initiatives from initial strategic planning through final delivery. Ensure all messaging aligns with singular strategic goals and a unified organizational voice.
- **Stakeholder Alignment & Change Management:** Navigate high-stakes internal environments to secure buy-in for new initiatives, successfully balancing the requirements of audited financials with the creative needs of brand storytelling.
- **Workflow Optimization:** Develop promotional schedules within *Basecamp Project Management Software* to synchronize tasks, manage deadlines, and streamline collaboration across multiple departments.
- **Brand Strategy & Identity:** Led the rebranding of the Vineyard's identity, managing agency relationships and stakeholder buy-in to deliver a modernized, scalable brand framework.
- **Web Strategy & Agency Management:** Directs the web design (UI) and development of new websites by managing external agency partnerships to ensure on-time delivery and alignment with brand standards.
- **Data-Driven Optimization:** Utilize *Google Analytics* and platform insights to evaluate campaign performance, providing actionable reports to leadership to refine outreach strategies.
- **Budget Management:** Manages the annual budget lifecycle and expenditures, prioritizing cost-effectiveness and strategic stewardship of organizational funds.

### *Digital Content Manager, Communications*

**January 2015 - September 2023 | Vineyard Cincinnati Church**

- **Digital Experience & CMS Management:** Architect brand-aligned webpages and site navigation within the Rock RMS platform; leverage HTML and dynamic content layouts to optimize user menus and enhance the overall digital journey.
- **SEM & Agency Management:** Direct agency-led paid search initiatives for peak seasonal cycles, leveraging targeted SEM to maximize digital visibility and visitor acquisition during the Easter and Christmas seasons.
- **Editorial Oversight & Copywriting:** Write and edit content for collateral, ensuring clarity, consistency, grammar, and alignment with the style guide.

- **Email Marketing & Engagement:** Author and edit high-impact weekly e-newsletters, overseeing content design and list segmentation to drive consistent community engagement. Manage subscriber data and targeted lists to ensure personalized messaging and optimized open rates.
- **Social Media & Content Creation:** Develop organic and paid campaigns across Instagram, TikTok, and Facebook, aligning content with broader marketing goals. Capture and produce high-quality photography and short-form video (Reels/Stories) via smartphone to maintain a dynamic brand presence.
- **Performance Analytics:** Analyze and report campaign KPIs using *Meta Business Suite* to refine content strategy and maximize reach.

### ***Business Marketing Communications Partner***

**July 2005 - June 2014 | The Cincinnati Enquirer, Cincinnati.Com**

- **Strategic Sales Enablement:** Orchestrated the end-to-end production of high-impact B2B marketing suites (media kits and presentations); equipped sales teams with persuasive tools that effectively communicated the value proposition of *The Enquirer* and *Cincinnati.com* to regional prospects.
- **Data-Driven Market Intelligence:** Partnered with Research Analysts and Ad Sales Managers to translate *Scarborough, Claritas, and Omniture* data into actionable narratives; transformed complex consumer insights into ROI-focused marketing materials that aligned creative execution with revenue goals.
- **Omnichannel Campaign Management:** Directed multi-platform B2B initiatives across email, social media, and print; utilized *Adobe Creative Suite* to design and execute lead-generation campaigns and digital touchpoints while maintaining strict brand consistency.

### ***Sales Assistant***

**March 2003-July 2005 | Insight Media**

- Created and managed an extensive library of sales collateral and presentations
- Conducted research using *Scarborough* and *Media Audit*

## **EDUCATION**

Mount St. Joseph University, Cincinnati Ohio | Bachelor of Arts: Communication, May 2002