

SHANNON NIEHAUS

513.608.9264 | sh.niehaus1@gmail.com | Cincinnati, OH | Portfolio: sniehaus.com | [LinkedIn](#)

EXPERIENCE

Associate Director, Communications, October 2023 - Present

Vineyard Cincinnati Church (3,500 Guests Monthly), Healing Center Cincinnati

- **Integrated Marketing Campaign Execution:** Develop multi-channel campaigns across email, social, web, and print to boost engagement and reach.
- **Lead Cross-Functional Project Management:** Direct communication strategy from planning to delivery, ensuring alignment with organizational goals.
- **Editorial Oversight & Copywriting:** Write and edit clear, brand-consistent content for web, blogs, and marketing collateral.
- **Web Strategy & Agency Management:** Manage external agency partnerships to deliver high-quality UI design and brand-aligned websites.
- **CMS Administration:** Manage site navigation and dynamic content within Rock RMS to optimize the digital user experience.
- **Data-Driven Optimization:** Leverage Google Analytics to evaluate performance and provide leadership with actionable insights.
- **Email Marketing & Engagement:** Produce weekly e-newsletters and manage list segmentation to drive consistent community growth.
- **Social Media & Content Creation:** Manage paid and organic social campaigns; produce high-quality photography and short-form video.
- **Performance Analytics:** Utilize Meta Business Suite to analyze KPIs and refine content strategies for maximum reach.
- **Multimedia Production:** Coordinate the design and distribution of diverse assets, from digital media to large-scale signage.
- **Creative Direction & Oversight:** Guide internal and external designers to ensure the high-quality, timely execution of visual assets.
- **Workflow Optimization:** Utilize Basecamp to synchronize tasks and streamline collaboration across multiple departments.
- **Budget Management:** Direct the annual budget lifecycle, prioritizing cost-effectiveness and strategic fund stewardship.

Digital Content Manager, Communications

January 2015 - September 2023 | Vineyard Cincinnati Church | Healing Center Cincinnati

- **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.

- **Technical Implementation:** Utilized HTML/CSS to customize webpages and emails, reducing reliance on external development teams and increasing project speed.
- **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:** Execute end-to-end production of high-impact weekly newsletters, managing all copywriting, visual design, and list segmentation within Constant Contact to drive community engagement and optimize 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

TECHNICAL SKILLS

- Basecamp and Trello Project Management
- Adobe Creative Suite
- Constant Contact
- Google Analytics
- Meta Business Suite
- TikTok, Instagram, and Facebook
- HTML