

SAM O'NEILL

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IN BRIEF

As a member of agency and institutional teams, I have advanced the strategic goals and brands of organizations including the following:

- Georgetown University, The College of the Holy Cross, Emmanuel College, New York University, Providence College
- Phillips Exeter Academy, St. Paul's School, The Brearley School, The American School in London
- Mount Sinai Medical Center, Weill Cornell Medical College, St. Francis Hospital (Roslyn, NY)
- Akamai Technologies, Chase Manhattan Bank, Millennium Pharmaceuticals

Colleagues and clients know me as a dedicated professional who

- conceives, writes, and produces communications that are rooted in thoughtful strategy and achieve measurable outcomes;
- provides team members and consultants the vision, guidance, and support they need to perform at a high level;
- interacts with C-level executives, trustees, clients, and an array of internal and external stakeholders;
- distills complex ideas into concise, clear prose;
- promotes a culture of continual assessment and innovation; and
- believes in delivering impeccable work in an atmosphere of collaboration, creativity, and kindness.

EXPERIENCE

Emmanuel College

Special Assistant to the President for Strategic Communications | 2012 to present

Acting Director of Marketing Communications | August 2017 to March 2018

- Conceived and implemented Emmanuel's new "Be In Boston, Be Inspired, Be In Demand" student-recruitment positioning strategy in Fall 2017. The Fall 2018 freshman class was the largest in the College's history.
- As acting director of marketing, led the College's seven-person marketing office and oversaw the conception, writing, design and production of communications across all media (print, digital, video and social).
- Developed the brand of Emmanuel's Campaign for Our Second Century.
- Launched a redesign of *Emmanuel Magazine* and conceived, creative-directed, edited, and produced subsequent issues.
- Member of working group that planned Emmanuel's centennial celebration in 2019.
- Write key institutional communications in support of strategic planning, accreditation, student recruitment and retention, financial aid, fundraising, branding and marketing, and academic program innovation.
- Write presidential speeches, letters to the community, board communications, honorary degree citations and other pieces that advance the College's strategic goals and engage vital constituents, including trustees, leadership donors, alumni, students, and faculty.

Phillips Exeter Academy

Director of Advancement Communications | 2008 to 2012

- Developed messages to educate, inspire, and motivate prospective donors, volunteers, and other constituents.
- Led a four-person team and managed freelancers and consultants. Cultivated an environment of creativity and collaboration, and ensured growth of staff as effective writers and strategists.
- Wrote original copy and assured the editorial quality of every communication produced by the department.
- Used email and web analytics to evaluate and enhance the effectiveness of communications.

- Conceived and produced an HD video spotlighting the performing arts at Exeter (password:exeterarts) in support of a campaign to raise \$30 million+ for a new performing arts center on campus.
- Worked with a range of internal stakeholders and outside partners to develop Exeter's new alumni/ae website. Delivered presentation on website to the Exeter Trustees.
- Oversaw the establishment and growth of social media sites for Exeter alumni/ae.

Lapham/Miller

A marketing firm dedicated to defining, strengthening, and expressing the brands of leading organizations in academia, healthcare, the arts, and business.

Editorial Director | 2001 - 2008

- Collaborated with multidisciplinary team to craft brand strategies and marketing solutions for colleges and universities, independent schools, businesses, museums, and healthcare institutions.
- Generated original ideas and copy for capital campaign case statements, admissions viewbooks, websites, interactive CD-ROMs, video and Flash experiences, direct-mail appeals, and brand strategy documents.
- Planned, scheduled, and managed projects; worked with senior-level clients (including CEOs, presidents, vice presidents, and deans); and directed freelance writers and designers.
- Clients included Cambridge University, Weill Cornell Medical College, Providence College, the Brearley School, City College of New York, New York University, Mount Sinai Medical Center, the American School in London, the Meritas Family of Schools, Hofstra University, Emmanuel College, Boston University, St. Francis Hospital, the Masters School, Suffolk University, and Women & Infants Hospital of Rhode Island.

Sapient Corporation

A global marketing, business, and technology consultancy.

Senior Content Strategist | 2000 - 2001 (*promoted from Content Strategist in 2001*)

- Formulated content strategies for e-commerce websites based on clear understanding of audience, brand, business drivers, and usability best practices.
- Collaborated with team of business strategists, experience modelers, information architects, visual designers, content managers, programmers, and engineers to create effective user experiences.
- Clients included Chase Manhattan Bank, Lucent Technologies, Akamai Technologies, Harcourt Inc., and Millennium Pharmaceuticals.

Artemis Communications

A professional copywriting, editing, and communications consultation firm.

Principal | 1999 - 2002

- Lapham/Miller engaged Artemis's writing and editorial consultation in producing publications for the Metropolitan Museum of Art, Cambridge University (England), the American School in London, the Spence School, and the HealthCare Chaplaincy. Other clients included St. Paul's School, the Catholic Archdiocese of Boston, CharityAmerica.com, the U.S. Department of Health and Human Services, Shackleton Schools, StartupNetwork.com, and the College of the Holy Cross.

College of the Holy Cross

Associate Director of Public Affairs for Publications | 1995 - 1999 (*promoted from Assistant Director in 1997*)

- Advanced the national name recognition and mission of the college by delivering key messages, in words and design, to external audiences.
- Produced annual reports, brochures, newsletters, books, direct-mail appeals, and bookstore merchandise catalogs. Drafted production schedules, advanced several projects at once, and delivered jobs on time and within budget. Contracted with consulting firms, as well as freelance designers, photographers, writers, illustrators, printers, and mail houses. Ghost-wrote for the President of the College.

Tong-Wen Tourism School, Xiamen, China

Teacher of English as a Foreign Language | 1994 - 1995

Georgetown University

Associate Director of Publications | 1991 - 1994

- Worked with director and Georgetown's award-winning in-house graphic-design staff to produce more than 100 publications per year, including annual reports, prospectuses, brochures, programs, and direct-mail appeals.

Associate Editor, *Georgetown Magazine* | 1989 - 1991

- Coordinated the production of *Georgetown Magazine*, circulation 100,000+
- Wrote features, news, and profiles. Edited all copy. Identified story ideas. Drafted and maintained production schedules. Managed freelance writers and photographers. Worked with in-house graphic-design staff to produce effective layouts. Supervised web-press printing. Managed mailing and circulation. Ensured that the magazine was responsive to its readership and advanced the brand and goals of the university.

EDUCATION

Georgetown University

- Master of Arts in Liberal Studies (MALS) degree, 1993. GPA: 3.9. Final thesis, *The Mystic Way in Two Works by Annie Dillard*, approved with distinction.
- Bachelor of Arts in History, 1989. Inducted into *Alpha Sigma Nu*, the National Jesuit Honor Society.

VOLUNTEER ENGAGEMENT

- **Current Member, Board of Advisors, Saint Paul's Choir School (Cambridge, MA)**
- **Capital campaign consultation for St. Paul's Catholic Community, Harvard Square**