

# Shanyce Lora

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## SUMMARY

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Communications and marketing operations strategist with 10+ years of experience building the strategy, systems, and execution infrastructure that keeps organizations aligned and moving. Known for designing tools and workflows people actually adopt, including Airtable-based intranets and editorial planning systems, and for developing the brand and communications frameworks that make strategy legible across teams and partners.

## EXPERIENCE

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### NationSwell

New York, NY

#### Director, Operations Enablement

*Jan 2025 – Dec 2025*

#### Chief of Staff

*Mar 2023 – Jan 2025*

#### Senior Special Projects Manager

*May 2022 – Mar 2023*

- Earned two promotions in under three years, growing from project coordination to directing organization-wide communications and operations strategy
- Designed and launched NationSwell Pier, a centralized intranet consolidating 15 information sources, including a live staff directory, benefits library, document hub, and Quarterly Business Review (QBR) archive, achieving 90% adoption across 40 employees within 3 months
- Owned internal communications strategy across the organization, developing messaging frameworks, leadership narratives, and editorial direction that kept employees informed and aligned across all-hands meetings, team decks, and company-wide updates
- Set standards and managed internal channels including email, Slack, and intranet, designing for two-way engagement rather than top-down broadcast
- Designed a multi-channel editorial planning system spanning email, social, and web, including content pillars, a live pipeline, and a reference archive, giving teams the structure to plan proactively, hit deadlines consistently, and spend less time on rework and redirection
- Led multi-channel marketing campaigns delivering a 40% boost in engagement across LinkedIn and email within six months
- Served as primary cross-functional liaison between communications, marketing, creative, and external partners, keeping stakeholders aligned from kickoff through delivery

### Showtime Inc.

New York, NY

#### Manager, Digital Marketing

*Dec 2021 – May 2022*

- Developed messaging and creative assets for 20+ talent-led premiere activations, ensuring brand narrative consistency across all channels and partners
- Coordinated campaign execution across PR, marketing, and creative teams, managing timelines, asset handoffs, and partner deliverables end-to-end
- Oversaw real-time social content execution during major campaign launches, contributing to a 30% rise in engagement

### Glow Social + Digital Agency

New York, NY

#### Senior Social Media Manager

*Jul 2021 – Dec 2021*

- Won a Webby Award for the Dexter digital campaign, leading cross-channel execution across paid, organic, and social surfaces
- Directed social listening strategy to inform campaign development, real-time optimizations, and audience engagement decisions
- Managed campaign coordination for media and tech clients, increasing brand engagement by 25%

## EARLIER EXPERIENCE

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### Mischief Management | Senior Marketing Manager

*Mar 2019 – Aug 2020*

Owned end-to-end communications and campaign execution for six national events and a podcast network. Developed audience-first messaging strategies, coordinated creator partnerships, and drove a 30% increase in attendance and engagement.

**ReedPop** | *Brand Marketing Manager, New York Comic Con*

*Mar 2018 – Mar 2019*

Managed multi-channel campaign execution for NYCC, producing 200+ assets and growing audience 25% YoY with 15M+ annual impressions. Built the coordination systems that kept a high-volume, fast-moving campaign aligned end-to-end.

**Valiant Entertainment** | *Senior Marketing & Digital Media Manager*

*Jul 2016 – Mar 2018*

Led content and campaign execution across five social platforms, producing 20+ marketing videos and building paid social campaigns end-to-end in partnership with internal and external creative teams.

## EDUCATION

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### **B.A., Communications and Media Studies**

CUNY School of Professional Studies, 2022

## SKILLS & TOOLS

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**Internal Communications:** Channel Strategy, Employee Engagement, Leadership Narrative, Editorial Planning, All-Hands Facilitation, Intranet Design, Internal Messaging Frameworks

**Strategy & Operations:** Communications Strategy, Content Operations, Marketing Operations, Cross-Functional Coordination, Process Improvement, Brand Positioning, Workflow Design

**Tools & Platforms:** Airtable (bases, interfaces, automations), Slack, Notion, Asana, Monday.com, Jira, Google Workspace, Salesforce, HubSpot, Hootsuite, Mailchimp, Canva, Adobe Creative Cloud, Lattice, JustWorks