

Daniel J. Sheehan

New York, NY • (917) 703-3628 • daniel.sheehan@msslgroup.com • danieljsheehan.com

Experience

Publicis Groupe, MSL, New York, NY

January 2017 – Present

Senior Account Executive – Account Executive, Social Purpose & Sustainability

- Construct communications strategies, programs and partnerships that drive impact for the public, private and social sectors
- Projects to date include: Samsung corporate citizenship, VF Corp. employee engagement, HP sustainability, Ferrero organization design, TruGreen CSR platform development, Surgeons of Hope nonprofit consulting and Ann Inc. reputation management
- Exhibited expertise in Social Purpose and Sustainability and media during practice lead's maternity leave (April – September 2017)
- Co-led Publicis Groupe partnership with AIDS Walk New York

Public Works Partners, New York, NY

June 2016 – November 2016

Consulting Analyst, Civic Sector

- Delivered business development strategy for marketing the flagship project to other municipalities
- Designed quality assurance guide to implement plain language standards across City agencies
- Drafted and revised proposals; conducted analyses of the NYC policy landscape for new business
- Organized internal initiative to formalize debrief structures and produce deliverable templates
- Synthesized stakeholder perspectives for facilitated City Council and agency focus groups

Coro Fellowship in Public Affairs, New York, NY

September 2015 – May 2016

Edelman, Business + Social Purpose (B+SP)

- Researched and presented international trends toward social and sustainable investments and initiatives to B+SP practice
- Supported communications, marketing and media projects for clients within the Public Affairs/B+SP practices (i.e. Lambda Legal)
- Contributed to the creation of Well + Good, the B+SP practice's digital newsletter used to propel thought leadership

Gay Men's Health Crisis

- Developed strategy to enhance awareness and activism behavior in Millennials as it pertains to HIV/AIDS
- Analyzed network of community-based organizations focused on alleviating social determinants of HIV/AIDS to form partnerships
- Delivered recommendation to activate leadership landscape against HIV/AIDS through thought leadership and university initiatives

NYC Department of Youth and Community Development

- Evaluated models of effective community-based collaboration for application to agency-funded programs
- Recommended strategy and implementation tactics for applying the Collective Impact model to New York City

FleishmanHillard, New York, NY

May – August 2014, 2015

Graduate Development Program, Corporate and Public Affairs

- Provided corporate communications counsel to 35 clients and new business initiatives
- Constructed comprehensive content strategy for WISER, a girls' school in Muhuru Bay, Kenya
- Drafted and delivered pitches; secured more than half of one client's media coverage
- Composed research reports, competitor analyses, media lists and editorial calendars

The Rockefeller Foundation, New York, NY

October 2014 – December 2014

Internship, Global Communications

- Participated in foundation's centennial rebranding initiative, inclusive of updated website, content and mission
- Executed communications strategy for "The Resilience Dividend" by former RF President Judith Rodin

Boys & Girls Clubs of America

January 2014 – February 2014

Practicum, Human Service Studies

- Conceived strategy to raise visibility for the local chapter using traditional and social media; English and Spanish
- Conducted national and international interviews with reputable alumni to uplift organizational capacity

Education

Bachelor of Arts: Elon University, Elon, NC

Majors: Strategic Communications and Human Service Studies; Minor: Leadership Studies; GPA: 3.79

Study Abroad: Spring 2013 in San Jose, Costa Rica

- Recipient, Gilman International Scholarship; Appointee, U.S. Department of State Writing Correspondent

Honors & Affiliations

Stonewall Community Foundation: support and participate in various LGBTQIA community-building events throughout the year

Coro Fellowship in Public Affairs: one of 12 selected for NYC's graduate-level, cross-sector leadership development program

Omicron Delta Kappa: selected for membership to the national leadership honor society

Lambda Pi Eta: elected Vice President of the national communication honor society

Pi Gamma Mu: selected for membership to the national social sciences honor society

Odyssey Scholar: awarded largest scholarship offered by Elon University and advised scholar program's development

Student of the Year: awarded for his contributions to building an inclusive community for LGBTQIA-identifying individuals