

CARA P. LEMIEUX

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LinkedIn 

EDUCATION



Ithaca College Roy H. Park
School of Communications
B.A. Journalism
Minor: Sociology
Ithaca, New York

AWARDS & ACCOMPLISHMENTS



Featured Speaker
Tedx Ursuline College
"Rebranding the Single Mom"
2014



Daytime Emmy Award
Best Morning Show, GMA
2007, 2008, 2009



NYC Half-Marathon
Completed 2009, 2010, 2013

BOARDS



Board of Advisors for the
Sacred Heart University
Corporate Communications
and PR program
6/2015 - present

EXPERIENCE

Communication Strategy

Senior Communication Strategist Phase2

7/15 - Present

Creating

- Compelling, engaging content for sales, marketing, client services and human resources departments
- Cohesive brand voice and client experience through communication principles, content guidelines

Working closely with designers to capitalize on the power of cohesive design and language

Digital

Creator and Founder CPL Communication LLC

1/15 - Present

Providing

- Communication strategy
- Video production
- Social media content creation
- Media consulting

Senior Director, Digital Communication, The Shriver Report

5/13 - 1/15

Created

- Information organization & site map
- Editorial content and high-level digital branding strategies
- Digital content campaigns

Recruited, vetted and managed

- Outside contributors for daily digital destination
- ShriverReport.org editorial staff

Original Digital Video Producer ABC News, Digital

Standing Up For Heroes with Bob Woodruff

8/10 - 5/13

Coordinated

- Multi-platform promotion using digital, broadcast, and affiliates to generate 3 million impressions in 12-week sponsorship window

Produced video content across parenting, technology, religion, finance and health verticals

Oversaw

- Design and development of ShriverReport.org

Established

- Digital content direction, voice and strategy for The Shriver Report project

Booked

- A-list talent

Executed

- Elaborate production in a short time frame

Video & Broadcast

Control Room Producer ABC News, Good Morning America

11/07 - 8/10

Coordinated

- All visual show elements by communicating with anchors, producers, and technical team

Launched

- Good Afternoon America and established control room workflow and best practices

Operations Producer GMA Weekend and Special Events

2/06 - 11/07

Supervised and restructured

- Day-of-air production staff of 30 in video playback to most effectively use resources

Associate Producer GMA News

10/04 - 2/06

Associate Producer VH1 Fabulous Life of...Series

9/03 - 10/04

Production Secretary, Script Coordinator, Intern GMA

5/00 - 9/03

Writing

Creator

- Here We Are Today

Contributing Writer

- Huffington Post
- ABCNews.com
- SheKnows
- Lifetime Moms

Higher-education

Lecturer, Ithaca College, Ithaca, NY

- "Business of Online Media"
- Lessons Learned from a Start-up, Guest Lecturer

Sacred Heart University, Fairfield, CT

- Building Your Own Digital Brand workshop