

CARA P. LEMIEUX

Accomplished journalist helping organizations solve problems and achieve business goals through effective communication and engaging storytelling

Cara.P.Lemieux@gmail.com

CaraLemieux.com

[@CaraPLemieux](https://www.instagram.com/CaraPLemieux)

[LinkedIn](https://www.linkedin.com/in/caraplemieux)

COMMUNICATION STRATEGY



Senior Communication Strategist

7/15 - PRESENT

- Creating lead generating and engaging sales, marketing, client services, and human resources content
- PR, executive, and crisis communication
- Developed communication guidelines for entire agency
- Developed and executed video & podcast content marketing strategy, producing videos, moderating and producing podcasts



communication

Creator and Founder

1/15 - PRESENT

- Communication strategy, content creation, video production, media consulting

DIGITAL



Senior Director, Digital Communication

5/13 - 1/15

- Drove traffic to 300k-400k uniques per month
- Created and oversaw voice, strategy, site map, design and development of ShriverReport.org
- Managed all editorial content, outside contributors, and editorial staff



Digital Video Producer

Standing Up For Heroes with Bob Woodruff

8/10 - 5/13

- Coordinated multi-platform promotion (digital, broadcast, affiliates) to generate 3 million impressions in 12-week sponsorship window
- Produced cross-vertical parenting, technology, religion, finance and health video content

BROADCAST



Control Room Producer

11/07 - 8/10

- Coordinated all visual elements bridging the gap between technical and editorial teams

Operations Producer

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

10/04 - 2/06

Production Secretary, Script Coordinator, Intern

5/00 - 9/03



Associate Producer

09/03 - 10/04

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HIGHER-EDUCATION



Sacred Heart UNIVERSITY

Adjunct Professor, Master's in Communication Graduate Program

3/17 - PRESENT

- PR in the Digital Age
- Workshop: Building Your Personal Brand



Guest Lecturer

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

WRITING



Creator

- Here WeAre.Today

THE HUFFINGTON POST

Contributor

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

ELLE

Featured in

- Elle Magazine
- Fortune
- Cafe Moms
- ESME.com



SHEKNOWS



FORTUNE

cafe mom
the meeting place for moms

AWARDS & ACCOMPLISHMENTS



Daytime Emmy Award: Best Morning Show, Good Morning America

2007, 2008, 2009



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

2014

EDUCATION



Ithaca College Roy H. Park | School of Communications

B.A. Journalism | Minor: Sociology
ITHACA, NEW YORK