Shennamu J. Nagle

Brand & Communications Strategist

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Professional Summary

Culture-fluent brand and communications strategist with 7+ years directing brand strategy, executive communications, and multi-channel campaigns for mission-driven institutions, city government, and founder-led brands. Founder of Kpelle Girl Media, a boutique studio that turns brand strategy into campaigns, content, and activations. Campaign work has driven 200% social growth, a 40% lift in enrollment inquiries, and 2M+ views.

Skills

Strategy: Brand strategy and positioning, messaging architecture, integrated campaigns and activations, content and editorial strategy, audience research, trend analysis

Communications: Executive and leadership communications, crisis and sensitive messaging, media relations, press writing, stakeholder and community engagement

Creative: Creative direction, copywriting, storytelling, visual identity, graphic design

Growth and Analytics: Google Ads, Meta Ads Manager, paid social and search, GA4, SEMrush, SEO, performance reporting

Tools: Salesforce, Mailchimp, Constant Contact, WordPress, Wix, Adobe Creative Suite, Canva

Professional Experience

Principal Marketing Consultant & Creative Strategist | Kpelle Girl Media
Boston, MA | Aug 2023 – Present

- Founded and lead a brand strategy studio, delivering positioning, messaging architecture, visual identity, and go-to-market strategy built on market research and persona development.
- Lead marketing consultant to a graduate cybersecurity institution: delivered an end-to-end rebrand, website, and paid media program across Google, Facebook, and Instagram, driving 200% social growth in six months, a 40% lift in program inquiries, and 890+ prospective student inquiries against a fixed enrollment deadline.
- Built brand foundations, a responsive website, and print collateral for a mental health practice, driving a 50% increase in client inquiries post-launch.
- Launched a culture-led editorial platform and weekly LinkedIn series analyzing brand campaigns and marketing trends.

Interim Communications & Engagement Manager | City of Chelsea

Chelsea, MA | Contract | Feb 2025 – Aug 2025

- Served as lead communicator for city leadership, authoring executive talking points, press releases, official statements, and sensitive crisis messaging under public scrutiny.
- Unified messaging across 10+ city departments, including police, fire, education, and veterans' services, aligning public safety, civic, and human services communications under a single voice.
- Served as primary media contact for local newspaper and broadcast outlets, fielding press inquiries and coordinating coverage of city programs.
- Built and managed a segmented newsletter program spanning a citywide bulletin and targeted sends to specific resident and stakeholder groups.

Senior Marketing & Communications Manager | Women's Money Matters
Boston, MA | Oct 2023 – Apr 2024

- Grew Instagram engagement 15% through a data-informed content strategy built on audience segmentation and performance testing.
- Managed email communications to a 5,000+ subscriber base supporting fundraising and community outreach.

Marketing Communications & Development Manager | Boys & Girls Club of Lawrence
Lawrence, MA | Aug 2021 – Oct 2023

- Drove 100% social media audience growth by rebuilding the organization's digital storytelling and content distribution strategy.
- Produced multimedia impact stories and donor communications supporting annual fundraising and partner relations.

Board Service

Board Trustee and Chair, Marketing & Communications Committee | African Virtual College & University
Remote | 2023 – Present

- Serve as Trustee and chair the Marketing & Communications Committee, setting institutional brand strategy at the governance level.
- Direct a team of marketers across digital, video, print, and radio campaigns supporting global enrollment awareness.

Education

Master of Science, Digital Marketing & Data Analytics | Emerson College

Bachelor of Science, Broadcast Journalism & Public Relations | Suffolk University