

# Shawna N. Prince, M.S.

## Strategic Communications Portfolio

Enterprise Communications | Reputation Management | Executive Advisory

# Executive Summary

Strategic communications executive with more than 20 years of experience leading enterprise communications strategy, media relations, executive visibility, and digital engagement initiatives across nonprofit, public, and national media organizations.

Proven ability to align communications with business and advocacy priorities, strengthen stakeholder trust, and deliver measurable results across complex environments. Experienced spokesperson and advisor to senior leadership navigating growth, public scrutiny, fundraising campaigns, and high-visibility national moments.

# Core Competencies

Enterprise Communications Strategy

Corporate Reputation Management

Executive Advisory and Visibility Strategy

Media Relations and Public Affairs

Crisis Leadership and High Stakes  
Messaging

Brand Governance and Stewardship

Internal Communications Alignment

Integrated Digital Strategy

Communications Performance Metrics

Vendor and Agency Oversight

# Case Study

I AM ALS

Director of Marketing and Communications

# Situation

A national health advocacy organization entering a critical expansion phase requiring stronger brand cohesion, digital growth, and national policy visibility.

# Strategy

Designed and executed an integrated communications strategy aligning digital marketing, executive messaging, national events, documentary promotion, and legislative storytelling.

# Execution

- Produced the organization's first Annual Report
- Led communications for national Community Summit on the National Mall
  - Supported multi-channel digital fundraising campaigns
  - Supported communications for documentary launch "No Ordinary Campaign: For Love and Life"
  - Directed website, social, SEO, CRM, and paid outreach
- Coordinated advocacy messaging tied to federal research funding

# Impact

- 20% increase in followers and web traffic
- 439 Community Summit registrants, 400 in-person attendees, 87 virtual participants
  - 65 community members met with 41 members of Congress
- Supported communications surrounding \$80Million in FY23 federal ALS funding and more than \$100Million annually for five years
- Contributed to national media placements including CNN, The Today Show, Variety, NPR, and People Magazine

Case Study

Catholic Charities of  
Baltimore

Manager of Media Relations and Editorial  
Content

# Situation

Maryland's largest private social services provider navigating gun violence advocacy, youth mental health crisis, immigrant services support, pandemic response, and the largest fundraising campaign in organizational history.

# Strategy

Directed media relations and editorial strategy to elevate program visibility, strengthen public credibility, and align communications with fundraising and policy priorities.

# Execution

- Served as primary spokesperson
- Supported communications strategy for \$75Million Greater Promise campaign
  - Amplified high-impact programs including Safe Streets, Esperanza Center, Our Daily Bread Employment Center, Christopher Place Employment Academy, and Francis X. Gallagher Services
- Coordinated messaging around COVID-19 vaccine clinics in partnership with Ascension Saint Agnes Hospital
  - Produced annual report and internal and external communications plans

# Impact

- Sustained local and national media coverage
- Elevated positioning on social services, youth trauma, violence prevention, disability inclusion, and immigrant services
- Strengthened visibility of the Greater Promise fundraising campaign, resulting in an agency record \$75Million

# Case Study

ABC, CBS, FOX, NBC NEWS &  
HARPO Studios  
Broadcast Leadership

# Situation

High-visibility newsroom environments requiring real-time editorial leadership and executive interview preparation during local and national events.

# Strategy

Led content strategy, breaking news response, and high-profile interview management to ensure responsible, compelling storytelling under national spotlight conditions.

# Execution

- Emmy Award recognition for coverage of 2012 NATO protests at NBC Chicago
- Conducted high-profile interviews with Barack Obama, Joe Biden, and other domestic and international leaders
- Co-launched innovative morning show Get Up DC at WUSA9
- Directed cross functional newsroom coordination

# Impact

- Demonstrated high-pressure decision-making and message discipline
  - Elevated audience engagement through community-focused storytelling
- Strengthened newsroom credibility during nationally scrutinized events

© CBS NEWS



# Selected Media Highlights

\*Media clips available at [www.sprinceconsulting.com](http://www.sprinceconsulting.com)



 **NBC NEWS**



**People**



**VARIETY**

# Professional Background

## S. Prince Media Consulting LLC

---

Principal Consultant  
2014–Present

## I AM ALS

---

Director of Marketing and  
Communications  
2023–2024

## Catholic Charities of Baltimore

---

Manager, Media Relations and Editorial  
Content  
2020–2023

## Morgan State University

---

Adjunct Professor and News Director,  
BEAR TV  
2018–2019

## WUSA9, CBS Affiliate

---

Senior Morning Show Producer, Get Up  
DC  
2017–2018

## RT America, Boom Bust

---

Producer, Financial News and Talk  
2016–2017

## TV One

---

The Roland Martin Show  
2015–2016

## NBC Chicago, WMAQ

---

Content Producer  
2010–2014

## CBS Baltimore, WJZ

---

News Producer  
2006–2010

## WFRV CBS Green Bay

---

News Producer  
2005–2006

## HARPO Studios / The Oprah Winfrey Show

---

Editor  
2003–2006

## WFLD FOX Chicago

---

Field Producer  
2004–2005

# Contact:

[Shawna@sprinceconsulting.com](mailto:Shawna@sprinceconsulting.com)

872-529-1873

[www.linkedin.com/in/shawnaprince](http://www.linkedin.com/in/shawnaprince)

[www.sprinceconsulting.com](http://www.sprinceconsulting.com)