

**Diane Shohet**  
Marketing Professional/Executive Producer  
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- More than 15 years of marketing experience creating multi-channel marketing programs for Fortune 500 and nonprofit organizations that have generated more than \$300M in revenue
- More than 10 years as an executive producer of digital media and interactive products for organizations such as Oxfam, WGBH, Prentice Hall, Virtual Entertainment, Hasbro Interactive, and Family Education Network
- Deep brand management knowledge from rebranding to design and implementation of brand marketing campaigns
- Expert project management that has ensured the timely delivery of many quality, shipping products including websites, videos, print collateral, and online content

## Experience

**Principal** December 2009 – Present  
Shohet Consulting, LLC

- Consult on marketing strategy, brand positioning, and digital product development
- Select clients include: Oxfam America, Root Capital, One Laptop Per Child, and TeenLife

**Director, Communications & Marketing** August 2013 – Present  
WorldFish (Malaysia)

WorldFish is a 40-year old international, nonprofit research organization that harnesses the potential of fisheries and aquaculture to reduce poverty and hunger.

- Establish communications and marketing strategy and best practices for \$50M global organization focused on science dissemination, fundraising and policy change
- Lead brand development, media relations, online communications, social marketing, events/conferences and publications
- Supervise 8 in-house staff and advise remote, international staff and serve on executive leadership team

**Chief Marketing Officer (Acting)** August 2012 – August 2013

Horizons for Homeless Children

Horizons is a 20-year old nonprofit human services agency.

- Established and led B2C marketing and communications function
- Managed brand development, media relations, online communications, social marketing, and print collateral
- Served on executive leadership team

**Vice President, Marketing & Communications**  
Root Capital

January 2011 – May 2012

Root Capital is a social impact investment fund that works in Africa and Latin America.

- Established foundational communications strategy and managed brand development, website development, online (SEO/SEM), social marketing and media relations
- Created content across multiple platforms
- Hired and supervised three in-house staff

**Director, Marketing & Communications**  
Oxfam America

December 2005 – December 2009

Oxfam America is an international nonprofit focused on ending poverty.

- Directed marketing and communications functions for B2C international nonprofit
- Managed multi-channel marketing strategy, brand repositioning, website development, ecommerce development, online (email, SEO, SEM) and social marketing, media relations, and content creation across multiple platforms
- Developed and launched ecommerce site, [OxfamAmericaUnwrapped.com](http://OxfamAmericaUnwrapped.com) that delivered more than \$5M in revenue during first two years
- Expanded Oxfam online community from 50K to 370K in less than three years
- Redesigned [OxfamAmerica.org](http://OxfamAmerica.org) and increased site page views, online giving, online advocacy
- Implemented aggressive Oxfam presence on all major social network sites
- Launched mobile fundraising and advocacy program
- Conducted brand and messaging qualitative and quantitative research
- Supervised 30 in-house staff and advised remote, international staff

**Associate Director, Project Management**  
Digitas

March 2001 – September 2004

Digitas is an interactive marketing agency serving Fortune 500 clients.

- Directed project management function to achieve successful multi-channel marketing campaigns for select Fortune 500 clients.
- Managed production of all web, CD-ROM, email and print components for client accounts including General Motors, Delta, and FedEx.
- Supervised up to 10 full-time project managers

**Executive Producer**  
Family Education Network

March, 2000 – March, 2001

Family Education Network is web content for parents, teachers, and kids.

- Developed strategic vision for [familyeducation.com](http://familyeducation.com), redesigned site architecture, implemented new features and functionality
- Established strategic and editorial direction, created site navigation and functional prototype for student focused FEKids.com
- Managed on-site staff of five producers and production assistants

**Executive Producer**  
Hasbro Interactive

Dec. 1997 – Dec. 1999

Hasbro Interactive was one of the largest publishers of children's and family games.

- Established and directed the Children's, Girls and Interactive Play unit
- Responsible for development of 15-20 CD-ROM, console and handheld titles per year, with \$10 million annual budget
- Established, negotiated, and maintained relationships with licensors (Lucas, Nickelodeon, Britt Allcroft, Sony Signatures) and external development groups
- Hired and supervised staff of five internal producers

**Executive Producer**  
The DI Group

Feb. 1997 – Nov. 1997

The DI Group was a broadcast design/new media development house specializing in corporate/promotional CD-ROMs and websites.

- Wrote product proposals and established product budgets ranging from \$25K - \$500K
- Managed internal development staff

**Director of Product Development**  
Virtual Entertainment

Nov. 1995 – Jan. 1997

Virtual Entertainment was a consumer software company specializing in child/educational and family/lifestyle software.

- Managed and oversaw product lineup, identified and negotiated for outside licenses, wrote technical specifications and character dialogs, directed game design and navigation, and maintained development schedule for eight CD-ROM titles per year.
- Supervised staff of 11 graphic artists and programmers

**Manager of Technology Development**  
Prentice Hall

Nov. 1992 – Oct. 1995

Prentice Hall is a large educational publisher.

- Consulted on development and production of all technology projects in secondary social studies, math, science, and health
- Arranged co-ventures with external content providers/developers

**Producer**  
Ngee Ann Polytechnic (Singapore)

Oct. 1991 – Aug. 1992

Ngee Ann Polytechnic is a large technical university in Singapore.

- Managed video production unit
- Supervised staff of seven producers, photographers and graphic artists in the production of technical education and promotional videos

Education

**Masters in Education**, Harvard University Graduate School of Education  
**Bachelor of Arts**, Wellesley College