

Nancy A. Donnelly

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- National Emmy-nominated (2x documentary/informational) and flexible producer, writer, and media pro who creates engaging digital content for some of the world's top unscripted content creators.
- Creative, connected, and collaborative content creator with sharp organizational and leadership skills, confidently tackling challenging projects, goals, and content that always delivers on time and on budget, increasing viewership and audience engagement.

Areas of Expertise

Multimedia Producing | Filmmaking | Storytelling | Media Industry Leadership

Mentoring & Teaching Experience | Relationship Building | Cross-Functional Program Management

Experience

06/2024 - Present

National Marine Sanctuary Foundation, Silver Spring, Md. - *Impact Creative Producer*

- Collaborate with NOAA's Office of National Marine Sanctuaries on producing and telling stories of spectacular protected sanctuaries around America's coasts and Great Lakes, with a goal of captivating audiences; connecting these cherished places to our own identities and values; and growing and galvanizing an active support base for designation and stewardship of marine sanctuaries.
- Using breathtaking photography and videography, innovative technologies, and compelling digital experiences, shed light on charismatic critters, real-life heroes, and awe-inspiring adventures to bring sanctuaries to life.
- Design multimedia content strategy with storyboards, series arcs, creative campaigns, production schedules for multiple titles and ensure delivery of materials.
- Manage long-range planning for and execution of interactive storytelling projects, including defining asset needs and technical requirements, roles and responsibilities, workflows and project plans, and managing the execution of work from the ideation stage to launch.
- Manage relationships and collaborate with internal and external partners to conceptualize and define messages, themes, and experiences for impactful content.

01/2022 - Present

George Mason University, Fairfax - *Adjunct Professor, Communications Division*

- Teach multimedia journalism and writing arts to communications seniors - subjects include videography, writing, producing multimedia stories, and nonfiction storytelling.
- Collaborate with student-media faculty for media training through experiential learning.

04/2024 - 06/2024

George Mason Univ., Fairfax - Consulting Video Director, Division of University Branding

- Developed and created video and communications strategy.
- Managed integration of separate media-production teams.

06/2014 - 06/2024

Consultant - Video Development, Writer, Producer

- Collaborated with clients to develop impactful content and communications.
- Clients included AARP, FDA, Google, Smithsonian Digital Studios, Pulse Media, Two River Pictures, Jupiter Entertainment, New Pony Productions.
- Managed project workflows, budgets, timelines, and planning.
- Ensured alignment of message, vision, and goals in nonprofit and advocacy spaces.

11/2017 - 06/2023

National Geographic Partners, Washington, D.C. - Senior Video Producer

- Led and directed teams in creation of 100+ annual hours of original and new media production — from creative development, field / film production, workflow and budget, to post-production — all premiering on the National Geographic Channel and streaming on Hulu and Disney+.
- Orchestrated cost-effective reimagining of previous films, repurposing over 50% of content with new research, visuals and production, delivering a modernized and seamless product, ensuring accuracy and quality standards through attention to detail on a tight budget. For instance, remade a 2009 film originally made for \$600,000 to an updated, enhanced version at \$100,000 in 2023, with ample savings, value, and critical acclaim.
- Managed budgets with strategic emphasis on program priorities.

03/2017 - 06/2017

Smithsonian Digital Studios - Story Producer

- Wrote, researched historic still images and photographs, and used them to create edit scripts for digital content library of educational videos based on human stories behind Smithsonian Institution artifacts.

03/2016 - 11/2017

Strayer Studios, New York, N.Y. - Senior Video Producer/Writer

- Spearheaded an innovative visual-learning approach to education by creating editorial digital-content learning videos rooted in the power of storytelling, solving the complex problem of engagement and increasing learning outcomes in students.
- Oversaw collaboration with SMEs and university leadership, ensuring quality standards.

05/2015 - 03/2016

Upworthy, New York, N.Y. - Video Series Producer

- Supervised creation of original social media video series, increasing engagement on a social media platform with more than 11 million followers, attracting millions of new views and leading a cross-functional team in creating solutions-oriented news content.
- Led teams to create original video content with a data-driven approach to analyzing performance, garnering millions of shares and significant boost in audience engagement.

01/2014 - 03/2015

National Geographic Society, Washington, DC - *Manager, Cross-Platform Initiatives*

- Developed content strategy across all Nat Geo media - from film and video to magazine and books to website and exhibits - for maximum engagement, advocacy, content marketing, media relations, standards, and audience appeal.
- Managed integrated communications, prioritization, and marketing strategies; directed National Geographic media leadership in collaborating for impactful editorial initiatives.

01/2005 - 03/2014

National Geographic Television, Washington, DC - *Multiple roles*

- **Director of Story Development, Specials Division** - Developed high-profile documentaries on wide range of topics from exploration to arts and archaeology for National Geographic and PBS. Strategized visuals, logistics, managing multiple projects at a time.
- **Producer | Associate Producer | Story Researcher | Facts Researcher** - Wrote, produced, managed logistics and researched facts, and managed procurement and licensing of stock visuals (stills and video) for several high-profile documentary films each year.

Other Roles: **Supervising Producer** at BIG FISH ENTERTAINMENT for D.C. Public Schools; **Producer/Writer** at DISCOVERY STUDIOS; **Production Assistant** at WETA-TV; **Communications Manager** at MSU Museum

Education

Michigan State University - *Bachelor of Arts, Journalism*

Honors & Awards

- News & Documentary Emmy Nominations - *“China’s Lost Girls”* & *“Girl Power”*
- CINE Golden Eagle - *“Egypt Underworld”*
- Official Selection, Harlem International Film Festival - *“The Power of Writing”*

Selected Films, Videos, & Series - Senior Producer, Director, Writer

For National Geographic:

- *National Geographic Specials (multiple episodes)*
- *National Geographic Explorer (multiple episodes)*
- *National Geographic Explorer Investigates: LSD & the Psychedelic Revolution*
- *America’s National Parks: Hidden Gems (multiple episodes)*
- *Locked Up Abroad (multiple episodes)*
- *Is It Real? (multiple episodes)*
- *Dangerous Encounters (multiple episodes)*

For Discovery Networks:

- *Powering the Future*
- *Monsters & Mysteries in America (multiple episodes)*
- *Hoarding: Buried Alive (multiple episodes)*

For Other Clients:

- *Reporting for Duty (AARP)*
- *Fatal Attraction (TV One - multiple episodes)*
- *Parenting 2.0 (Upworthy - multiple episodes)*
- *Testimony (Upworthy - multiple episodes)*
- *Humanity for the Win (Upworthy - multiple episodes)*

Interests, Membership, and Volunteer Work

Women in Film & Video | The Video Consortium | The Explorers Club | Women Photojournalists of Washington
| Judge, International Emmy Awards & New York WILD Film Festival | Folger Shakespeare Library | Washington
Area Humane Society | Fundraising Volunteer - Burma Humanitarian Mission | Annapolis Book Festival