

## REBECCA MCMENAMIN

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### PROFILE:

Business and Communications Consultant with experience managing complex projects, leading change, developing growth strategies in international news and media environments. Expertise in program management, digital innovation, cross-cultural communications, journalism, strategic planning. Former positions include Director of Programming, Director of Digital Media, Senior Advisor for Strategy, Managing Editor.

### Demonstrated Success:

- Complete complex projects on time and on budget
- Lead large, diverse teams
- Engage stakeholders
- Innovate use of digital and social media platforms
- Improve quality and competitiveness of products
- Grow and engage audiences in global markets
- Exceptional written and oral communication skills

### EXPERIENCE

#### ***Business and Communications Consultant (self-employed)*** **2016-present**

- Lead high value projects that cross multiple business units
- Develop external communications resources and presentations
- Serve as thought leader for senior executive management and planning
- Coordinate digital strategies and implementation

#### ***Senior Advisor for Strategy Voice of America, Washington, D.C.*** **2014- 2015**

Evaluated and identified opportunities for growth in global news markets. Combined critical and visionary thinking skills to drive change.

- Conceived and implemented \$8 million project to counter violent extremism in Northern Africa. This included development of new digital, television and radio products in multiple languages.
- Developed FM-style audio channels for syndication
- Directed crisis coverage response and planning for an Ebola outbreak in West Africa, the Russian conflict with Ukraine, and the ISIS Threat

#### ***Director of Programming Voice of America, Washington, D.C.*** **2012- 2014**

Directed VOA's 45 language services in developing television, radio, online, social, and mobile products. \$120 million budget, 1000+ employees, 1700 hrs. of original programming weekly.

- Increased measured audience by 15% over the prior year to 165 million weekly
- Transformed programming for mobile devices resulting in exponential online growth
- Directed rapid response to breaking news developments in Ukraine, Mali, Congo
- Developed VOA China satellite TV channel with daily news programs in Mandarin
- Diversified television product mix in Pakistan resulting in audience growth of 100%

## Rebecca McMenamin

- Launched daily television news program stream for Burma
- Strengthened management, fostering culture of innovation and accountability

### **Digital Media Director International Broadcasting Bureau, Wash, D.C. 2008- 2011**

Spearheaded agency digital innovation efforts benefiting Voice of America, Radio Free Europe, Radio Free Asia, Middle East Broadcasting Network, and the Office of Cuba Broadcasting.

- Increased traffic to VOAnews.com by 200% in two years to 16 million users/month
- Initiated mobile platform, grew audience from zero to 1.5 million visits/month in a year
- Conceived and oversaw development of first mobile apps for VOA
- Directed VOA's migration to a new web content management system ahead of schedule; increased functionality and usability and improved design.
- Created an online marketplace for affiliates to download audio and video reports
- Introduced interactive Learning English websites for Chinese, Persian, Russian, Indonesian, and Vietnamese speakers.
- Expanded social media use across business units

### **New Media Project Manager International Broadcasting Bureau, Wash, D.C. 2007**

Initiated use of digital technologies amid a period of dramatic change in use of mobile devices and social media, as well as the emergence of cloud-based and software-as-a-service systems.

- Conceived and won approval of Congressional funding for the agency's first Digital Media Office.
- Led a project team that included diverse offices including Engineering, VOA News, VOA Language Services, International Marketing, and Global Research
- Developed first strategic plan for use of digital media that was adopted by Executive and Board leadership
- Wrote inaugural standards and best practices for journalists on use of social media
- Created digital media training curriculum for staff

### **Program Coordinator Voice of America, Washington, D.C. 2004-2007**

- Conceived strategies and provided direction for 45 language services in developing research-driven, multi-media programming formats for global markets.

### **Managing Editor VOA East Asia and Pacific Division 2003- 2004**

- Developed creative, multi-media approaches for increasing reach of VOA programs in Burma, China, Cambodia, Indonesia, Korea, Laos, Tibet, Vietnam, Thailand.

### **Chief VOA English to Africa Language Service 1999-2003**

- Directed English programs to 21 countries. Transformed radio team, adding television and online products; created highly-successful Zimbabwe service.

### **Other Editorial and Reporting Positions, VOA News 1986-1999**

- *Duty Editor, Acting Pentagon Correspondent, Eurasia News Desk Editor, African News Desk Editor, General Reporter.*

### **EDUCATION / MISCELLANEOUS:**

- B.A. in Communications with a Business minor, Pennsylvania State University
- Foreign Policy / Washington Semester Program, American University
- International Communications Studies Program, University of Manchester, England
- Strategy Implementation Seminar / Guest Expert, Army War College

## **Rebecca McMenamin**

- Media Management Center / Digital Leadership, Northwestern University
- Current *security approval* to work as a contractor with the U.S. government; had *Top Secret* clearance in prior work as a U.S. government employee