

# CHRISTOPHER DONAHUE

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## OBJECTIVE

Highly experienced and strategic communications professional seeking to leverage two decades of leadership experience in the strategic communications field. I am highly interested in serving organizations committed to improving the human condition within their industries. Dedicated to crafting compelling narratives, managing high-profile media campaigns, and driving organizational success through innovative communication strategies. Eager to collaborate with cross-functional teams to educate and engage diverse stakeholders in the pursuit of the organization's strategic objectives.

## EXPERIENCE

### DEPUTY DIRECTOR

#### Love INC of the Tanana Valley | Fairbanks, Alaska

04/2021 – 05/2023

Love INC of the Tanana Valley is a Christian mission dedicated to providing humanitarian aid to those in need in interior Alaska. The organization focuses on offering essential support and assistance during times of crisis.

- **Strategic Leadership:** Elevated from Communications Director to Deputy Director, implementing transformative organizational changes.
- **Team Management:** Led a team of 21 across three departments, overseeing recruitment, retention, and separation processes.
- **Grant Writing and Fundraising:** Secured a \$25 million federally-backed grant, significantly enhancing the agency's capabilities. Managed the budget strategically, resulting in a 22% increase in fundraising activity.
- **Digital Strategy:** Developed innovative initiatives that boosted digital traffic by 900%.
- **Rebranding and Communication:** Executed a successful rebranding strategy following the agency's separation from its national affiliation. Managed media relations and philanthropic efforts.
- **Emotional Intelligence and Conflict Management:** Applied emotional intelligence to navigate organizational conflicts and foster a supportive work environment. Departed the agency to pursue doctoral training.

### PARTNER

#### DONAHUE | Washington, DC

2/2009 – 9/2021

A subsidiary of LEVICK, it specializes in strategic crisis management and communications across diverse market sectors.

- **Our mission?** To curate captivating crisis-facing public relations strategies mediated by digital communication to achieve our client's unique goals. We didn't just advise; we counseled, leveraging earned and paid media opportunities to propel brands forward.

- With fingers on the pulse of social media, we orchestrated content across platforms, from Facebook to YouTube, ensuring our clients' voices resonated loud and clear.
- Our SEO expertise wasn't just about climbing the ranks; it was about strategic visibility. We embraced deep analytical and behavioral insights and perfected research to elevate our clients' voices.
- Metrics weren't just numbers to us; they were stories waiting to be told. With a keen eye for data and a knack for storytelling, we communicated campaign performance with custom reports and measurement tools, reinforcing brand loyalty and trust.
- **And behind every success story?** A dedicated team of 50 individuals, each bringing their talents and backgrounds to the table. From project management to teamwork under pressure, we thrived in the fast-paced marketing world.
- In 2019, I passed the torch, marking the end of an era filled with creativity, collaboration, and countless success stories.

## **DIRECTOR OF DIGITAL STRATEGY**

**Lee Enterprises (NYSE: LEE) | Davenport, IA**

2/2006 – 5/2009

At the Rapid City Journal, part of Lee Enterprises, I spearheaded digital innovation and social media strategy, eventually promoted to the regional director of digital strategy. I was responsible for 14 daily and weekly news products.

- **Digital Platform Development:** Directed engineers in designing digital platforms, ensuring seamless content delivery.
- **Content Management Systems:** Implemented digital initiatives across regional newspapers, empowering newsroom teams.
- **Revenue Optimization:** Developed targeted advertising solutions and strategic budget plans to optimize digital performance.
- **Social Media Integration:** Conceptualized the newspaper's first integrated social media strategy, enhancing reader engagement.
- **Collaboration and Innovation:** Fostered collaboration and led digital innovation, proficient in both open source and proprietary technologies.

## **EDUCATION**

### **BACHELOR OF SCIENCE, PSYCHOLOGY – BUSINESS ENDORSEMENT - ETHICS**

Concentrated Study: Human interaction, decision-making, bias, intrapersonal/interpersonal communication theory, applied psychology/sociology.

The Pennsylvania State University

August 2022 – Current

Expected Graduation Date: May 2025

- **Academic Excellence:** Achieved a cumulative GPA of 3.83, consistently on the Dean's List, and aiming for Summa Cum Laude.
- **Focused Studies:** Concentrated on human interaction, decision-making, bias, communication theory, and applied psychology/sociology.
- **Research Interests:** Focused on juror decision-making, group dynamics, leadership, and theoretical concepts. Strong skills in qualitative, quantitative, and ethnographic research methodologies.
- **Communication Skills:** Highly proficient in communicating complex ideas effectively across various contexts and audiences. Developed strong writing skills through coursework, research projects, and professional experiences.

## **DISTINCTIONS**

- **Dean's List, 2023-Spring, 2023-Fall, 2024-Spring – 4.0 GPA**

## **ASSOCIATIONS**

- **PSI Chi** – Member, International Honors Society
- **APA** – Member, American Psychological Association

## **ACADEMIC PRESENTATIONS**

- **05/2024 - Poster: A Critical Literature Review of the Five-Factor Model of Personality as Related to the American Jury**

## **PSYCHOLOGY**

University of Hawaii, Manoa

August 1998 – June 2001

- **Core Competencies:** Studied mass communication, English, and psychology as core competencies.
- **Athletic Involvement:** Played baseball for the university until a sports injury led to a departure from academics.
- **Interpersonal Skills:** Focused on interpersonal, intrapersonal, and organizational applied theory.

## **SKILLS**

- Senior Leadership
- Integrated Marketing
- Crisis Management
- Writing, Analysis, Synthesis
- Digital Strategy
- Emotional Intelligence (EQ)
- Systems Theory Application
- Organizational Communication
- Emotional Labor Management
- Stress and Burnout Management
- Leadership and Transformational Leadership
- Discursive Leadership
- Empathy in Leadership
- Technology-Mediated Communication
- Conflict Resolution
- Critical Literature Review
- Research and Analysis
- Jury Decision-Making Analysis
- Social Identity Theory Application
- Absorptive Capacity Application
- Media Relations
- Strategic Communication Planning
- Risk Mitigation
- Government and Policy Communication

## **GRADUATE INTEREST**

- Brown University, University of Michigan, Columbia University

- Dissertation Interest: Individual differences in juror decision-making
- Research Interests:
  - Emotional Intelligence (EQ) in Leadership and Communication
  - Systems Theory in Organizational Communication
  - Technology-Mediated Communication in Organizational Settings
  - Emotional Labor and Its Impact on Employee Well-Being
  - Stress and Burnout Management in Human Services
  - Transformational and Discursive Leadership
  - Empathy and Its Role in Leadership and Organizational Change
  - Jury Decision-Making and Bias Detection
  - Social Identity Theory in Organizational Contexts
  - Absorptive Capacity in High-Change Environments
  - Artificial Intelligence and Emotion
  - The Impartial Juror – Machines as Jurors