Marshall Maher

[maher.marshall@gmail.com](mailto:maher.marshall@gmail.com)

222 W. 16th Street, #1N

New York, NY 10003

(917) 297-7277

EXPERIENCE

**[Global Strategy Group](http://www.linkedin.com/company/31226?goback=%2Enpv_12790338_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1&trk=prof-exp-company-logo)**

**[Vice President, Digital + Social](http://www.linkedin.com/search?search=&title=Vice+President%2C+Digital+%2B+Social&sortCriteria=R&keepFacets=true&currentTitle=CP&goback=%2Enpv_12790338_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1&trk=prof-exp-title" \o "Find others with this title)**

[Global Strategy Group](http://www.linkedin.com/company/31226?goback=%2Enpv_12790338_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1&trk=prof-exp-company-name)

July 2011 – Present (1 year 8 months)New York City

Clients: Current and former clients include: Time Warner, Inc., United Way, Nestle Waters, Major League Soccer, LexisNexis, Al Jazeera English, Priorities USA (Super PAC).  
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Advertising: Deep knowledge of online advertising: search, social, display, mobile, and targeting technologies and methodologies (behavioral, predictive, voter file, geo, and IP).   
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Social Media: Oversee and manage social media management engagements with major sports leagues, international media companies, and international CPG companies  
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Education: Teach classes on social media and advertising at Columbia University and Fordham University in New York City   
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Recognition: Published in PR News annual how-to book on Twitter strategy; quoted in Politico and Ad Week on digital strategy during the presidential election

**[Fenton](http://www.linkedin.com/company/19482?goback=%2Enpv_12790338_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1&trk=prof-exp-company-logo)**

[**Account Director**](http://www.linkedin.com/search?search=&title=Account+Director&sortCriteria=R&keepFacets=true&currentTitle=CP&goback=%2Enpv_12790338_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1&trk=prof-exp-title)

[Fenton](http://www.linkedin.com/company/19482?goback=%2Enpv_12790338_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1&trk=prof-exp-company-name)

September 2010 – June 2011 (10 months)

Digital: Marketing communications, social media, digital integration, revitalizing properties, community building, fundraising  
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Communications: Devise and implement communications plans including structural reorganization and content strategy  
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International: Lead global accounts for clients operating in 160 nations, issue affairs and reputation management  
------  
Branding: Create and implement global branding and rebranding campaigns   
------  
Media Relations: Routinely secure high-level media placements in North America and the UK  
------  
Training: Direct media training for national foundations, companies, and development institutions (spokesperson, crisis communications, on-camera)  
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**[Praecere Public Relations](http://www.linkedin.com/company/941461?goback=%2Enpv_12790338_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1&trk=prof-exp-company-logo)**

[**Executive Vice President**](http://www.linkedin.com/search?search=&title=Executive+Vice+President&sortCriteria=R&keepFacets=true&currentTitle=CP&goback=%2Enpv_12790338_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1&trk=prof-exp-title)

[Praecere Public Relations](http://www.linkedin.com/company/941461?goback=%2Enpv_12790338_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1&trk=prof-exp-company-name)

April 2010 – September 2010 (6 months)

Praecere consults on public affairs, digital/social media, crisis management, CSR/sustainability and media relations/training. We have experience leading publicity on behalf of Fortune 100 companies, foreign governments, NGOs and political/policy campaigns.  
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New Business: Grew firm's client base by 200 percent  
------  
CSR: Built the firm's CSR practice  
------  
Digital: Led the firm's emerging digital strategy service  
------  
Crisis/Reputation Management: Helped lead major management plan involving the federal government and several tech clients

**[Pact](http://www.linkedin.com/company/11974?goback=%2Enpv_12790338_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1&trk=prof-exp-company-logo)**

[**Director of Marketing and Communications**](http://www.linkedin.com/search?search=&title=Director+of+Marketing+and+Communications&sortCriteria=R&keepFacets=true&currentTitle=CP&goback=%2Enpv_12790338_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1&trk=prof-exp-title)

[Pact](http://www.linkedin.com/company/11974?goback=%2Enpv_12790338_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1&trk=prof-exp-company-name)

December 2008 – April 2010 (1 year 5 months)

A $200 million international NGO working in the fields of microfinance, HIV/AIDS, women's empowerment and democracy and governance. Pact has offices in 24 countries with programs in 60.  
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Built communications department for global network  
-----  
Undertook enterprise-wide rebranding process  
-----  
Led communications workshops in Namibia, Tanzania, Ethiopia and Democratic Republic of Congo  
-----  
Created digital content from the field in Africa and India   
-----  
Delivered international trainings in USAID's branding and marking guidelines

**[Conservation International](http://www.linkedin.com/company/12533?goback=%2Enpv_12790338_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1&trk=prof-exp-company-logo)**

[**Director, Strategic Marketing + Global Communications**](http://www.linkedin.com/search?search=&title=Director%2C+Strategic+Marketing+%2B+Global+Communications&sortCriteria=R&keepFacets=true&currentTitle=CP&goback=%2Enpv_12790338_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1&trk=prof-exp-title)

[Conservation International](http://www.linkedin.com/company/12533?goback=%2Enpv_12790338_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1&trk=prof-exp-company-name)

February 2004 – December 2008 (4 years 11 months)

- Led global online and offline marketing and communications campaigns  
- Helped design two of CI's largest media campaigns  
- Provided on-site event management in US, China and Monaco  
- Secured feature story on 60 Minutes  
- Generated millions in earned media

[**Press Secretary**](http://www.linkedin.com/search?search=&title=Press+Secretary&sortCriteria=R&keepFacets=true&currentTitle=CP&goback=%2Enpv_12790338_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1&trk=prof-exp-title)

[Congressman Lloyd Doggett (D-Austin)](http://www.linkedin.com/search?search=&company=Congressman+Lloyd+Doggett+%28D-Austin%29&sortCriteria=R&keepFacets=true&goback=%2Enpv_12790338_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1&trk=prof-exp-company-name" \o "Find others who have worked at this company)

2002 – 2004 (2 years)

A senior member on the powerful House Ways and Means Committee, Doggett represents a large district in Texas stretching from Austin to the Mexican border:   
- Led all national and district communications for the congressman  
- Wrote hundreds of editorials, floor speeches and press releases  
- Helped congressman win a redistricting battle and two contested elections  
- Secured placements on PBS, US News, CNBC, NYT and others

[**Reporter and Online Content Manager**](http://www.linkedin.com/search?search=&title=Reporter+and+Online+Content+Manager&sortCriteria=R&keepFacets=true&currentTitle=CP&goback=%2Enpv_12790338_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1&trk=prof-exp-title)

[The Quorum Report](http://www.linkedin.com/search?search=&company=The+Quorum+Report&sortCriteria=R&keepFacets=true&goback=%2Enpv_12790338_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1&trk=prof-exp-company-name)

2001 – 2002 (1 year)

Helped revolutionize political reporting in Texas by providing thousands of subscribers real-time legislative content and news. Its model has now been replicated at the state and national level by newspapers and political websites.

[**Education**](http://www.linkedin.com/search?search=&title=Press+Secretary&sortCriteria=R&keepFacets=true&currentTitle=CP&goback=%2Enpv_12790338_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1&trk=prof-exp-title)

[University](http://www.linkedin.com/search?search=&company=Congressman+Lloyd+Doggett+%28D-Austin%29&sortCriteria=R&keepFacets=true&goback=%2Enpv_12790338_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1&trk=prof-exp-company-name) of Texas at Austin (BA in Journalism/PR)