

Diane Shohet
3 Sawin Street
Arlington, MA 02474
(617) 803-5806

diane@shohetconsulting.com (email)

Work Experience

- **Root Capital,**
Vice President, Marketing & Communications January 2011 – Present

Lead marketing and communication functions for nonprofit social investment fund focused on growing rural prosperity in Africa and Latin America. Manage brand development, corporate communications, website, online and social marketing, and editorial. Developed and launched new website and comprehensive marketing collateral. Hired and supervise three in-house staff.
- **Shohet Consulting, Principal** December 2009 – Present

Translating corporate vision into successful marketing results and products, Shohet Consulting offers a proven track record of on-time, on-budget delivery of strategies, projects and products that exceed revenue and quality expectations. Services include: marketing strategy, brand positioning, and creative product development.
- **Oxfam America,**
Director, Marketing & Communications December 2005 – December 2009

Directed marketing and communications functions for Oxfam America, an international non-profit agency focused on ending poverty, hunger, and injustice. Managed media relations, publications, and online communications. Successes include: expanded Oxfam online community from 50K to 370K in less than 3 years; launched and develop online marketing initiative, Oxfam America Unwrapped, that delivers over \$5M in unrestricted revenue; regularly place key policy and advocacy positions in top-tier media; produced over 200 publications yearly that advance outreach and campaign initiatives; redesigned OxfamAmerica.org and increased site page views and interactivity; implemented aggressive Oxfam presence on all major social network sites (You Tube, Twitter, FaceBook); launched mobile fundraising and advocacy program; conducted brand and messaging market research and; consistently exceeded revenue and constituent growth targets. Supervised 30 in-house staff and advised remote, international staff.
- **Digitas, Associate Director, Project Management** March 2001 – September 2004

Directed project management function to achieve successful integrated marketing campaigns for select Fortune 500 clients. Managed production of all web, CD-ROM and print components for client accounts including General Motors, Delta, and FedEx. Implemented standard processes, project management tools, and budgeting procedures for client work. Supervised up to 10 full-time project managers.
- **Family Education Network/Pearson Learning Network,**
Executive Producer March. 2000 – March. 2001

Oversaw production group for leading family website, FamilyEducation.com, with more than 8 million monthly page views and 250,000 pages of unique content. Managed on-site staff of 5 producers and production assistants. Developed strategic vision for site, redesigned site architecture, implemented new features and functionality. Also, established strategic and editorial direction for the student focused-offering in Pearson's new Learning Network. Created site navigation and functional prototype for soft launch of Student Channel.

- Hasbro Interactive, Executive Producer Dec. 1997 – Dec. 1999

Established and directed the Children's, Girls and Interactive Play unit for Hasbro, the world's second-largest toy company specializing in family entertainment. Responsible for development of 15-20 titles per year, with \$10 million annual budget. Hired and supervised staff of 5 internal producers. Established, negotiated, and maintained relationships with licensors (Nickelodeon, Britt Allcroft, Sony Signatures). Negotiated with, contracted and managed external development groups. Provided overall creative and production direction for all children's products.
- The DI Group, Executive Producer Feb. 1997 – Nov. 1997

Directed New Media unit for broadcast design/new media development house specializing in corporate/promotional CD-ROMs and Web sites. Managed hiring of staff, conducted sales calls, maintained and fostered client relationships, wrote product proposals and established product budgets ranging from \$25K -\$500K. Directed five-person internal development team with a special focus on strategic vision and information architecture.
- Virtual Entertainment, Director of Product Development Nov. 1995 – Jan. 1997

Managed internal product development for consumer software company specializing in child/educational and family/lifestyle software. Supervised staff of 11 graphic artists and programmers, established 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 shipping titles per year.
- Prentice Hall, Manager of Technology Development Nov. 1992 – Oct. 1995

Consulted on development and production of all technology projects for a large educational publisher. Arranged co-ventures with external content providers/developers, negotiated project contracts, established product development standards and protocols, initiated in-service teacher training program, and established customer support services.
- Ngee Ann Polytechnic (Singapore), Producer Oct. 1991 – Aug. 1992

Managed video production unit for Ngee Ann Polytechnic, a large technical university in Singapore. Supervised staff of 7 producers, photographers and graphic artists in the production of technical education and promotional videos. Provided instructional design recommendations to clients, wrote scripts, directed talent/technical crew, and supervised post-production.
- The Williamson Group, System Support Specialist Sept. 1987 – Dec. 1988

Provided on-site computer instruction and support to museum personnel for the Williamson Group, a museum and school-consulting firm.

Education

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

Credits

CD-ROM Titles

Titles	Publisher	Genre	Position
<i>2000</i>			
CandyLand Adventure	Hasbro Interactive	Child/Entertainment	Executive Producer
<i>1999</i>			
Nickelodeon's Cat Dog	Hasbro Interactive	Child/Entertainment	Executive Producer
Chutes and Ladders	Hasbro Interactive	Child/Entertainment	Executive Producer
Furby	Hasbro Interactive	Child/Entertainment	Executive Producer
Guess Who	Hasbro Interactive	Child/Entertainment	Executive Producer
Monopoly Jr.	Hasbro Interactive	Child/Entertainment	Executive Producer
Stuart Little	Hasbro Interactive	Child/Entertainment	Executive Producer
Thomas and Friends	Hasbro Interactive	Child/Entertainment	Executive Producer
Tonka Construction 2	Hasbro Interactive	Child/Entertainment	Executive Producer
*Tonka Raceway	Hasbro Interactive	Child/Entertainment	Executive Producer
Trivial Pursuit Millennium	Hasbro Interactive	Family	Executive Producer
<i>1998</i>			
My Little Pony	Hasbro Interactive	Child/Entertainment	Executive Producer
Operation	Hasbro Interactive	Child/Entertainment	Executive Producer
Candy Land: The Game	Hasbro Interactive	Child/Entertainment	Executive Producer
Girl Talk	Hasbro Interactive	Child/Entertainment	Producer
Email Scrabble	Hasbro Interactive	Family	Executive Producer
Email Classic Games	Hasbro Interactive	Family	Executive Producer
Email Battleship	Hasbro Interactive	Family	Executive Producer
Upwords	Hasbro Interactive	Family	Executive Producer
<i>1997</i>			
MTV Upfront	MTV	Sales/Promotional	Executive Producer
<i>1996</i>			
Vote America	Virtual Entertainment	Child/Educational	Director, Prod. Dev.
** Children's Skills Test Grades K-3	Virtual Entertainment	Child/Educational	Director, Prod. Dev.
Children's Skills Test Grades 4-6	Virtual Entertainment	Child/Educational	Director, Prod. Dev.
Children's Skills Test Grades 6-9	Virtual Entertainment	Child/Educational	Director, Prod. Dev.
Career IQ Test	Virtual Entertainment	Family	Director, Prod. Dev.
Love & Relationship Test	Virtual Entertainment	Family	Director, Prod. Dev.
Personality Test	Virtual Entertainment	Family	Director, Prod. Dev.
More IQ and Brainteasers	Virtual Entertainment	Family	Director, Prod. Dev.
Creativity Test	Virtual Entertainment	Family	Director, Prod. Dev.

* *Working Mother* Top Kid Pick for 1999.

** Codie Award Finalist: Best Debut Title of the Year.

Interactive Toys (CD-ROM and Plastic or Electronic Toy combinations)

Titles	Publisher	Position
<i>2000</i>		
Tonka Dig 'N Rigs Playset	Hasbro Interactive	Executive Producer
<i>1999</i>		
* Easy Bake Oven Playset	Hasbro Interactive	Executive Producer
Playskool Store Playset	Hasbro Interactive	Executive Producer
Nerf Jr. Foam Fighters Playset	Hasbro Interactive	Executive Producer
Clue Jr. Playset	Hasbro Interactive	Executive Producer
<i>1998</i>		
Star Wars Millennium Falcon Playset	Hasbro Interactive	Executive Producer

* *Sesame Street* Top Toy 1999. *Family Fun Magazine* Editor's Pick 1999. *Better Homes & Gardens* Year's Best Educational Toy 1999.

Websites

Titles	Publisher	Genre	Position
<i>2005-2011</i>			
rootcapital.org	Root Capital	Nonprofit	Vice President
teenlife.com	Teen Life	Consumer	Consultant
oxfamamerica.org	Oxfam America	Nonprofit	Director
oxfamgifts.com	Oxfam America	Consumer	Director
oaaf.org	Oxfam America	Nonprofit	Director
<i>2001-2004</i>			
fedex.com	FedEx	Consumer	Project Manager
gmc.com	General Motors	Consumer	Project Manager
pontiac.com	General Motors	Consumer	Project Manager
digitas.com	Digitas	Consumer	Project Manager
<i>2000</i>			
familyeducation.com	FEN	Informational	Executive Producer
learningnetwork.com/students	Pearson	Educational	Head
<i>1997</i>			
CIDEX (Internet Site)	CIDEX	Consumer	Executive Producer
John Deere Gold Circle (Intranet Site)	John Deere	Consumer	Executive Producer

Videodisc Titles

Titles	Publisher	Genre	Position
<i>1994</i>			
* Visions of America	Prentice Hall	Educational	Manager, Prod. Dev.

* Gold Apple/National Educational Film and Video Festival.

Television

Series Title	Broadcaster	Genre	Position
<i>1991</i>			
* Where in the World is Carmen Sandiego?	WGBH/Boston	Child/Game Show	Script Coordinator
<i>1990</i>			
* Long Ago and Far Away	WGBH/Boston	Child/Animated	Production Assistant
Los Destinos: An Introduction To Spanish	WGBH/Boston	Educational	Production Assistant
<i>1989</i>			
Against the Law	Fox Television	Drama	Production Assistant
Local Heroes: Global Change	WGBH/Boston	Documentary	Production Assistant

* Emmy Award Winner.

Written Publications

“Accessing Distance Education,” a report commissioned by WGBH.
“Program Notes,” *Singapore International Film Festival Guide*.
“In Third World, Education Comes in Radio Waves,” *Boston Globe*.
“New Focus on the Middle East,” *Boston Globe*.

Awards

Innovation and Technology Award, Hasbro Interactive, 1998.