

## Nancy Maloney

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### AI-Enabled Editorial & Operations Communications Leader

Senior communications leader with 15+ years creating editorial strategies, content operations, and governance frameworks that protect brand reputation and amplify corporate narratives across owned and earned media. Track record of establishing digital centers of excellence, launching corporate newsrooms and websites, and leading cross-functional teams that drive brand storytelling, employee engagement, and employer brand positioning. Certified in AI For Business; positioned to bring AI-informed communications strategy to corporate and growth-stage organizations, and to local and nonprofit organizations, modernizing communications for the AI era.

*Digital Strategy & Governance | Global Communications | Digital Channel Operations | Employer Brand | Content Operations | Editorial Standards | Cross-Functional Leadership | Analytics & Performance Measurement | Agency Management | Crisis Communications | AI-Enabled Workflows | Financial Acumen*

### PROFESSIONAL EXPERIENCE

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**The Estée Lauder Companies (ELC) | New York, NY**

**Executive Director, Digital Channel Operations** 1/2020 – 7/2025

*First-ever editorial + digital member of ELC's Global Communications department. Built and led the corporate digital ecosystem — newsroom, corporate website, and enterprise employee communications platforms for the global organization with 80,000 employees, including retail colleagues, across 150+ markets.*

- Established a digital center of excellence governing corporate channel strategy across the newsroom, corporate website, social channels, and employee intranet. Drove 70% YOY traffic growth on corporate site while directing a multi-year \$2M budget in partnership with IT. Business lead for a \$3M SaaS product and led the migration to a dynamic digital workplace for employees.
- Built scalable content systems, editorial calendars, and governance frameworks — publishing workflows, brand integrity protocols, and editorial standards that became ELC's digital reputation foundation.
- Developed and executed employer brand content strategy in close partnership with Talent Acquisition. Sourced and produced stories across leadership, employee experience, corporate social responsibility, and brand innovation for media, investor, employee, and job seeker audiences.
- Led cross-functional campaigns with IT, HR, Investor Relations, Talent Acquisition, and brand teams to surface stories and align communications to enterprise priorities and business milestones.
- Spearheaded replacement of META Workplace for 20,000 retail colleagues in 12 months, leading communications, IT, and retail teams through vendor execution and employee adoption — direct experience driving digital engagement for frontline retail employees.
- Served as senior communications leader during major crises including COVID-19 and corporate restructuring. Developed rapid-response content strategies that protected brand reputation and maintained stakeholder trust.
- Deployed analytics and social listening tools to track engagement, monitor sentiment, identify reputational risks, and measure content performance against business objectives. Used data to refine editorial and channel strategy.
- Applied AI tools to content operations workflows. Hold AI For Business Certification from University of Pennsylvania, including certificates in AI Fundamentals, AI in Marketing and Finance, AI in People Management, and AI Strategy and Governance.
- Built and led a high-performing global team spanning editorial, digital, and technical disciplines; developed talent through mentorship, structured career planning, and a culture of accountability.

**Digital Editorial Director** 7/2014 – 1/2020

- Founded ELC's corporate digital newsroom as the company's first Editorial Director in Global Communications. Conceived the function and built it from scratch — editorial strategy, governance standards, and multichannel content frameworks.
- Launched and scaled a global newsroom serving 80,000 employees across 150+ markets, managing a multilingual team and an editorial calendar aligned to business priorities and corporate milestones.
- Established ELC's first digital editorial governance standards, including ELC Style Guide, publishing workflows, editorial planning rhythms, and brand integrity protocols across the corporate digital estate.
- Led 2016 launch of ELCompanies.com, partnering with Talent Acquisition to develop the company's first career section and employee value proposition content. Directed social content strategy promoting TA initiatives and positioning ELC as an employer of choice.

**Communications Consultant** 7/2013 – 7/2014

- Provided strategic communications consulting to Global Communications leadership on digital content, editorial strategy, and channel operations.

**Condé Nast** | New York, NY**Director, Corporate Communications + Technology** 12/2010 – 3/2013

- Launched and managed Condé Nast's first corporate website and intranet — building the company's digital communications and newsroom infrastructure from the ground up.
- Led executive communications including CEO messaging and corporate narrative content across digital channels.
- Served as technology lead for Corporate Communications; implemented Radian6 and Critical Mention to modernize media monitoring, social listening, and analytics.

**ADDITIONAL EXPERIENCE**

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Communications Consultant, Public Relations and Media Group, Condé Nast, New York, NY

Director, Internal Communications, Condé Nast, New York, NY

Director, Internal Communications, Barnes & Noble, Inc., New York, NY

Manager, Internal Communications, Time Inc. New Media (Pathfinder), New York, NY

**RECOGNITION & AWARDS**

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Recipient, Nielsen Norman Best Intranet Award, The Estée Lauder Companies

Honoree, Webby Award, Web Site Best Practices, ELCompanies.com, The Estée Lauder Companies

Nominated, Webby Award, CondeNast.com, Condé Nast

**EDUCATION & CERTIFICATIONS**

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Bachelor of Arts, English Literature and History, St. Lawrence University, Canton, NY

Certificate in AI For Business, University of Pennsylvania

- Fundamentals of Artificial Intelligence
- AI Applications in Marketing and Finance
- AI Applications in People Management
- AI Applications in AI Strategy and Governance