

# Shane Delaney

[shanedelaney11@gmail.com](mailto:shanedelaney11@gmail.com) | (248) 762-0695 | Los Angeles, CA | <https://shanedelaney.xyz/>

Detail-oriented **Marketing & Editorial Operations Specialist** with extensive experience managing high-volume content pipelines at **Meta** and **Snap Inc.**. Proven track record in lead-time management, cross-functional (XFN) production syncing, and maintaining complex editorial calendars. Expert at bridging the gap between creative strategy and technical execution to ensure seamless platform programming.

## EXPERIENCE

### **Meta – Content Marketing Coordinator II** *Los Angeles, CA | October 2025 – Present*

- **Editorial Content Lifecycle:** Lead the end-to-end creation and maintenance of editorial content for the Developer Blog, ensuring all posts remain current with platform updates and follow strict brand guidelines.
- **Quip Production Management:** Utilize **Quip** as the primary collaborative workspace to build story templates, track editorial milestones, and manage cross-functional (XFN) feedback loops for high-visibility launches.
- **Stat Review & Verification:** Manage the formal stat review process for the Developer Blog; collaborate with Data Science and XFN teams to audit and confirm 100% accuracy of all public-facing metrics prior to launch.
- **XFN Coordination & Reporting:** Serve as the primary editorial bridge between Marketing, Product, and Legal to synthesize feedback and produce internal status reports for leadership via **Quip**.
- **Resource Tracking:** Maintain internal trackers and **Directly Responsible Individual (DRI)** assignments to monitor story progress and ensure alignment on global delivery dates.

### **Snap Inc. – Trend Producer** *Santa Monica, CA | March 2025 – October 2025*

- **Data-Driven Programming:** Served as the Programming Lead for Spotlight content; synthesized daily performance data to identify "breakout" trends and inform real-time amplification decisions.
- **Editorial Synthesis:** Led daily afternoon syncs with editorial teams to review performance; translated data patterns into actionable creative iteration plans to improve content reach.
- **Content Pipeline Management:** Orchestrated high-volume digital content streams (1,000+ Snaps per day), ensuring all assets met strict quality, safety, and brand-safe policy bars.
- **Process Documentation:** Developed standardized templates for content briefs and **Editorial Instructions (EIs)** to reduce operational friction and accelerate the creative QA cycle.

### **Phony Content – Content Manager** *Los Angeles, CA | May 2024 – March 2025*

- **Editorial Operations:** Led project governance for 50+ scripted digital stories, managing resource allocation and creative QA via agile sprint planning.
- **System Maintenance:** Built centralized documentation frameworks and editorial systems to standardize production workflows across subscription-based platforms.

### **Collider – Editorial Content Specialist (Freelance)** *Los Angeles, CA | August 2022 - October 2022*

- **Editorial Compliance:** Produced high-visibility features for a platform with 30M+ monthly visitors, strictly adhering to complex style guides and SEO metadata protocols.

### **StockX – Brand Creative Production (Freelance / Project)** *Los Angeles, CA | September 2021 & December 2024*

- **Strategic Reporting:** Authored the 2024 Core Insights Report analyzing digital consumption patterns to inform global product marketing and programming strategies.
- **Timeline Coordination:** Managed production timelines for high-visibility digital campaigns.

## SKILLS

**Editorial & Production:** Editorial Calendar Management, Resource Tracking (DRIs), Editorial Instructions (EIs), Content Programming, Story Lifecycle Management.

**Operations & Tools:** Quip, Salesforce, Airtable, Jira, Confluence, Asana, Figma, CMS Platforms, Technical Metadata Management, Project Governance.

**Strategy & Analytics:** Stat Review Process, Competitive Gap Analysis, Stakeholder Management, Cross-functional (XFN) Alignment, Performance Data Synthesis, Process Optimization.

## EDUCATION

Loyola Marymount University - B.A., English & Screenwriting (September 2019 - August 2023)