

# LINDA CARLISLE

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## PROFESSIONAL SUMMARY

Multi-faceted corporate communicator and social responsibility maven seeks firm excited to tell their story, build their culture, and attract top-tier talent.

## WORK HISTORY

### **Zurn Elkay Water Solutions** *[formerly Elkay Manufacturing]* – **Sr Manager - Corporate Communication & CSR/ESG**

Downers Grove, IL • 04/2009 - Current

- **Lead Enterprise-wide Corporate Communication Function**
- Overseeing 3-person team driving employment brand and internal communications, public relations, community relations/philanthropy, recruiting website and social media, executive positioning, recruitment marketing, vendor communications, branded wellness initiatives, and external community relations through multi-media/multi-channel communications.
- Oversee and execute executive messaging, PR and change management communications for reorganizations, acquisitions, divestitures, reductions in force, and ERP.
- Lead cross-functional team to produce first Corporate Social Responsibility Report based in Global Reporting Initiative G4 model. Managed corporate social responsibility efforts, including diversity & inclusion messaging and driving volunteerism. Raised over \$5,600,000 for charity between 2011 and 2020.
- Develop and manage employer brand through internal communications, cultural messaging, and digital /social media presence, including corporate website, Glassdoor, Linked In, and Facebook recruiting sites; oversee enterprise intranet with self-service & collaboration functionality.
- Manage messaging for internal video campaigns to support strategic implementations, organizational change management and executive messaging.

## SKILLS

Marketing Communications Strategy  
Enterprise & Employment Branding  
Public Relations (PR)  
Writing & Content Development  
Creative Direction  
Executive Positioning  
Social Media/  
Digital Communications  
Internal Communications  
Culture Building  
Change Management  
Corporate Social Responsibility  
Storytelling

## EDUCATION

**Roosevelt University** Chicago, IL

**Master of Science:**

Integrated Marketing Communications

**Roosevelt University** Chicago, IL

**Bachelor of Science:** Business

Administration

**Harper College** Palatine, IL

**Associate of Arts:** Marketing & Art

## CERTIFICATIONS

**Social Responsibility Strategy -**

Loyola University

**Digital Marketing -** Loyola University

**Crisis Management /**

**Risk Communications -** DePaul University

## WORK HISTORY CONTINUED

### Sawgrass Technologies – Director, Marketing

Charleston, SC • 04/2007 - 12/2008

- **Marketing/Communications** | Lead staff of 7: to develop branding for 7 product lines, including package design & promotional positioning.
- Launched 24 products on accelerated timelines. Managed product launches, sales presentations, advertising, trade shows, public/media relations, direct mail, webinars, white papers, speeches, dealer events, video training materials, & tech documentation.
- **PR/Crisis Management** | Established corporate positioning to mitigate existing negative marketplace perceptions. Developed Brand Hierarchy and Identity Guide maximizing continuity & communications ROI.
- **Event Marketing** | Developed modular exhibit for 27 trade shows & seminars in US, Canada & Latin America.
- **Digital Marketing** | Integrated multiple websites into single 500 pg. site with targeted content using Content Management System.
- **Channel Marketing Support** | Strengthened channel relations thru National Dealer Summit

### The Marketing Department, LLC - Founder/Lead Marketing Consultant

Oak Park, IL • 07/2004 - 12/2008

Founded and managed full-service consultancy for B2B/B2C clients in Consumer Goods, Financial Services, Commercial/Industrial Products and Business Services, offering:

- **Services** | Strategic Planning, Advertisements, Sales Collateral, Websites, Internet Optimization, Television & Radio Commercials, Direct Mail, Public Relations, Market Research.
- Developed 27 accounts in first 18 mos. Grew business 32% year-over-year; employed 2 part-time employees.
- Responsible for business development, operations, account management & creative.
- Created marketing campaign plans for 65% of client base resulting in dramatic shifts in revenues for major accounts.
- Promoted business through public speaking, seminars/workshops.

### RR Donnelley, Logistics -

### Director, Brand Development

Chicago, IL • 02/2001 - 07/2004

- **Marketing/Communications** | Chaired Division's implementation of enterprise-wide re-branding. Led team of 3 to develop marketing programs integrating 3 distinct businesses under single brand.
- Executed internal/external integrated marketing activities to promote brand to various target markets. Leveraged segmentation data to create targeted campaigns that included: sales presentations and collateral, websites, webinars and white papers, publicity and media relations, trade shows, direct marketing, advertising, and customer events.
- Established Brand Awareness/Perception Metrics to track ROI & analyze brand equity; achieved double-digit growth in brand awareness among customers & target segments, facilitating 3-year growth from \$300 million to \$1.1 billion in revenues.
- **Customer Experience** | Led cross-functional team to design & implement customer loyalty program improving service & customer retention. Conducted primary research to identify improvement areas. Partnered with Six Sigma Director to address satisfaction issues.
- **Change Management** | Developed and executed Change Communications Strategies for facility start-ups, plant closings, & acquisitions. Led Due Diligence research to assess Customer Loyalty of acquisition targets. Oversaw internal/external communications throughout acquisition.
- **Diversity, Equity & Inclusion** | Served on Inclusion Council Board to facilitate post-acquisition cultural integration & promote diverse, inclusive culture through webcasts, signage, posters & newsletters to align culture.
- **PR/Government Affairs** | Directed Donnelley's Postal Affairs Communications on Postal Reform. Developed & executed PR campaign, led media outreach. created editorial content; wrote executive testimony for U.S. Congressional and Presidential Commissions.