

## SOLUTIONS-DRIVEN COMMUNICATIONS LEADER

inform | excite | align

*Strategic problem solver, storyteller, and architect of powerful corporate brands, cultures and change. Consult, analyze and partner with business leaders to identify and address enterprise communications needs. Inform, excite and align team members around mission, vision, values and strategy to drive loyalty and performance. Manage change and create inspiring corporate brands and cultures.*

*Attract and retain top talent, while reducing turnover and recruiting costs through internal communications strategies that enhance employee engagement and deliver measurable results. Produce and promote a cohesive and compelling corporate identity through:*

- ♦ targeted employee communications
- ♦ executive positioning
- ♦ digital marketing
- ♦ change management
- ♦ employee listening
- ♦ social media
- ♦ public relations (PR)
- ♦ corporate social responsibility
- ♦ storytelling & content

*Lead by example and develop an empowered team of communicators to produce powerful campaigns that solve problems and achieve strategic business objectives, and build high-performance cultures based on integrity, resilience, innovation and a passion for results.*

## PROFESSIONAL EXPERIENCE

**FREELANCE CONSULTING** -- Brookfield, IL | March 2024 – present

### ASSOCIATE VICE PRESIDENT COMMUNICATIONS & CULTURE

Federal Reserve Bank of Chicago | Chicago, IL | Aug 2022 – Mar 2024

**Led 6-person Communication and Culture team to:**

- **Implement Employee Engagement/Employee Listening Strategy** using surveys and focus groups to map current state cultural sentiments, attitudes and perceptions, gaining actionable insights to set the stage for future integrated culture launch.
- **Develop Enterprise Culture Framework and Launch Strategy** – execute year-long campaign to integrate 7 product offices into a single positive and cohesive culture that was trust-based, customer-centric and performance-driven.
- **Design and Implement Employee Onboarding Program** to connect with new hires and establish a foundation of business intelligence, belonging and engagement.
- **Produce / Deploy Strategic Change Management Communications Plan to help enterprise navigate disruptive change**
  - Develop 360° plan to communicate and minimize impact of rare reduction in workforce (RIF) that undermined the trust of staff
  - Prepare leaders to help their teams recover from RIF by developing and delivering tailored culture-based change workshops

### CORPORATE COMMUNICATION & CSR/ESG SR MANAGER

Zurn Elkay Water Solutions [formerly Elkay Manufacturing] | Downers Grove, IL | Apr 2009 – Aug 2022

**Led 3-person Enterprise Corporate Communication team to:**

- **Develop/launch EVP/employment brand to attract and retain top talent** thru internal communications, public relations, community relations/philanthropy, recruiting website, social media, branded wellness initiatives, and community relations.
- **Plan and execute change management communication to navigate change, accelerate performance and enhance strategic alignment** through multiple reorganizations, acquisitions, divestitures, reductions in workforce, and ERP implementations.
- **Build powerful enterprise culture** based on vision, values and leadership competencies to increase loyalty and reduce turnover; drove employee engagement through email, leader and recruiting messaging, newsletters, social media, website and intranet.
- **Established cross-functional Corporate Responsibility (CR) team** to measure and communicate about social and environmental impacts. Led community engagement, philanthropy and volunteerism, raising \$5.6M in donations over 9-years.

## PROFESSIONAL EXPERIENCE CONTINUED

### DIRECTOR, MARKETING

Sawgrass Technologies Charleston, SC | April 2007 – Dec 2008

**Led 7-person Marketing Team to:**

- **Rebrand company and products, creating distinctive packaging designs** to reinforce unique market positioning for each of 7 product lines.
- **Develop and document brand hierarchy and identity guide to maximize continuity and communications ROI.**
- **Plan and execute integrated marketing communications strategy** including event management, advertising and digital marketing, PR, and training events to launch 24 products and bring ‘business in a box’ product family to market.

### FOUNDER, LEAD MARKETING CONSULTANT

The Marketing Department LLC Oak Park, IL | July 2004 – Dec 2008

**Provide comprehensive planning and marketing services for B2B/B2C entrepreneurs** in Consumer Goods, Financial Services, Industrial Products and Business Services sectors to optimize their business performance and marketing efficacy.

**Services included:** Strategic Planning, Marketing Plans, Advertising, Collateral, Website Development, SEO, TV/Radio Commercial Production, Direct Mail, Public Relations, Government Affairs and Market Research.

## 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

**Loyola University**

- Social Responsibility Strategy
- Digital Marketing

**DePaul University**

- Crisis Management/Risk Communications

## PROFESSIONAL AFFILIATIONS

**American Marketing Association**

**International Association of Business Communicators**

**Professional Women’s Club of Chicago**

## COMMUNITY ENGAGEMENT

**Conservation Commissioner** Brookfield, IL | 2018-2020

**Public Arts Commissioner** Oak Park, IL | 2013-2016

**Board Member** West Suburban Humane Society | 2014-2016