

PROFESSIONAL SUMMARY

Multi-faceted culture-builder, corporate communicator and social responsibility professional helps firms tell their story, build their culture and employment brand to attract and retain top talent.

WORK HISTORY

FEDERAL RESERVE BANK OF CHICAGO – FRFS National Enterprise

Associate Vice President Communications & Culture

Chicago, IL | Aug 2022 – Present

- **Employee Engagement and Cultural Listening Strategy** – integrated quantitative and qualitative research campaign to maintain a pulse on sentiments and obtain staff input for key Cultural positioning.
- **Enterprise Culture Campaign** – design and execute year-long campaign to integrate 7 businesses merging into a single enterprise.
- **Employee Onboarding Program** – help new staff join the enterprise feeling engaged and informed with a sense of belonging.
- **Reduction in Force Change Communications** – develop and execute communications and workshop program to help 1500-person organization execute and then recover from 5% reduction in workforce.

ZURN ELKAY WATER SOLUTIONS [formerly Elkay Manufacturing]

Sr Manager - Corporate Communication & CSR/ESG

Downers Grove, IL | April 2009 – August 2023

- **Lead Enterprise-wide Corporate Communication Function**
- **Overseeing employment brand and internal communications team** leading public relations, community relations/philanthropy, recruiting website and social media, branded wellness initiatives, and external community relations through multi-media/multi-channel communications.
- **Oversee and execute executive positioning, PR and change management** for reorganizations, acquisitions, divestitures, reductions in force, and ERP.
- **Lead cross-functional Corporate Social Responsibility (CSR) team** to produce first Report based on Global Reporting Initiative G4 model. Managed CSR efforts, including diversity & inclusion messaging and driving volunteerism. Raised over \$5,600,000 for charity between 2011 and 2020.
- **Develop and execute cultural framework; manage employer brand** through internal communications, cultural messaging, and social media presence, including corporate website, Glassdoor, LinkedIn, and Facebook recruiting sites; oversee enterprise intranet.

SKILLS

Culture Building

Executive Positioning

Enterprise & Employment Branding

Internal Communications

Change Management

Public Relations (PR)

Marketing Communications Strategy

Creative Direction

Writing & Content Development

Social Media/Digital Communications

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 | April 2007 – Dec 2008

- **Marketing/Communications** | Lead seven person staff to brand and market 7 product lines, including package design and 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, and tech documentation.
- **PR/Crisis Management** | Established corporate positioning to mitigate negative market perceptions.
- **Branding** | Developed Brand Hierarchy and Identity Guide maximizing continuity and 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 | July 2004 – Dec 2008

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

Services | Strategic Planning, Advertising, Collateral, Websites, Web Optimization, TV/Radio Commercials, Direct Mail, Public Relations, Market Research.

- **Developed 27 accounts in first 18 mos. Grew business 32% YoY** through public speaking, workshops, web ads
- Responsible for business development, sales, operations, account management and creative.
- **Created business plans and marketing campaigns** for 65% of clients resulting in dramatic shifts in revenues

RR DONNELLEY

Director, Brand Development

Chicago, IL | Feb 2001 – July 2004

- **Marketing/Communications** | Chaired Division's implementation of enterprise-wide re-branding. Led team of 3 to develop marketing programs integrating three distinct businesses under single brand.
- **Executed internal/external integrated marketing programs** to promote brand to various B2B 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 and target segments, facilitating 3-year growth from \$300 million to \$1.1 billion in revenues.
- **Customer Experience** | Led cross-functional team to design and implement customer loyalty program improving service and 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 startups, plant closings, and acquisitions. Led due diligence Customer Loyalty Research. Oversaw internal/external communications throughout acquisition and integration.
- **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 and executed PR campaign, led media outreach. created editorial content; wrote executive testimony for U.S. Congressional and Presidential Commissions