

## **Business Writer ♦ Editor ♦ Employee Communications Professional**

Proficient at executing skillfully written communications that educate, motivate, and engage audiences. Accomplished at combining the style of creative storytelling with effective writing skills and expertise in employee communications.

### **Writer ♦ Editor**

- Write copy for executives, web sites, blogs, video and a wide variety of collateral.
- Generate concepts, create article and story ideas.
- Research, interview and dissect information.

### **Employee Communications**

- Develop and drive global, strategic internal communication plans.
  - Design and execute strategic messaging.
  - Provide effective counsel and direction.
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## **PROFESSIONAL EXPERIENCE:**

### **Juniper Networks, Inc.**

2006 – 2009

#### ***Senior Employee Communications Manager***

Highly-visible position, working directly with executive staff of Business Groups and Corporate functions to develop and implement effective communication strategies that engage employees in company's vision and success.

- Developed messaging for Vice Presidents (VPs) of 2 Business Groups that delivered clear and compelling stories and connected employees to the company strategy.
- Wrote and edited a variety of stories for the employee Intranet that improved readership by 30% in 2 months.
- Created and executed tactical employee communication plans that increased employee understanding, engagement, and 2-way dialogue.

### **Infineon Technologies**

2003 - 2006

#### ***Senior Internal Communications Manager***

Senior-level position with Semiconductor Company, headquartered in Munich, building an internal communications department for its North American region.

- Developed and delivered strategic internal communication plan for North America region.
- Designed content and delivery of all internal messages from North America CEO and executive staff.
- Established communications vehicles, feedback mechanisms, and measures.

### **Hewlett-Packard Company**

1988 - 2003

#### ***Global Internal Communications Manager***

1995 – 2003

Career working in various marketing and employee communications roles; Led employee communications for multiple EVP's, including HP Consulting, HP Services, and Enterprise Systems Group.

- Developed and executed all internal communications for EVP's and VP's of corporate functions.
- Designed content and delivery of internal messages to increase understanding of vision and strategy.
- Acted as a consultant to executive leadership team on cross-organizational communications.
- Developed and implemented communications standards, processes, vehicles and measures.

**EDUCATION AND TRAINING:**

University of San Francisco • Bachelor of Science (BS) • Organizational Behavior • 2002  
Resume Writing Academy • presently pursuing Academy Certified Resume Writer (ACRW) credential

**PROFESSIONAL AND CIVIC AFFILIATIONS:**

International Association of Business Communicators (IABC) • Silicon Valley Chapter  
Volunteer • YMCA Silicon Valley • 2010 Community Campaign  
Volunteer fundraiser • Lance Armstrong Foundation (LAF)