

Director of Corporate Communications

Accomplished, results-focused, highly respected executive professional with proven experience in communication strategy, people management, business transformation, and the establishment of systems and processes that engage organizations at all levels and strengthen culture. A provider of concise management to implement change, build high-performing teams and develop lasting partnerships. Strategic business advisor and decision-maker who recognizes opportunities with the mindset to devise actionable solutions and coordinate and collaborate cross-functionally with strong business acumen. A dynamic and creative individual accustomed to deadline-driven, fast-paced, complex environments and pursuing creative limits to deliver excellence with the highest level of integrity and an unmatched work ethic.

Areas of Expertise

- Strategic Planning/Tactical Execution
- Leadership & People Management
- Corporate Social Responsibility (CSR)
- Message Development/Delivery
- Crisis Management/Abatement
- Budgets, P&L & Fiscal Accountability
- Consensus Building/Conflict Resolution
- Project Management/Accountability
- Complex Organizational Structures
- Process Improvement
- Writing/Editing/Visual Communication
- Program Development/Administration

Career Experience

Acceptance Insurance, Nashville, TN

November 2014 – March 2021

Director of Corporate Communications, February 2018 - March 2021

Expertly delivered communications guidance and translated vision into a tactical roadmap to execute cultural strategies, build and protect corporate reputation, drive employee engagement, and grow brand awareness. Served as a key member of the senior leadership team and developed and managed the infrastructure of Corporate Communications, Intranet, Rewards and Recognition, and numerous engagement platforms. Acted as a Subject Matter Expert (SME) for employee concerns and senior executives, held budgetary oversight with profit and loss (P&L) accountability, and supervised high-performing cross-functional teams. Provided governance for brand architecture, including design and tone of voice to ensure impactful messaging, strong communication channels, quality control, and consistency for internal communications. Collaborated productively with Human Resources, Marketing, and Sales leaders to design best-in-class practices, performance management processes, and retention strategies aligned with long-term strategic objectives.

- Executed change by creating a cost-neutral engagement platform that strengthened company culture and extended reach, uniting employees nationwide with a 95% participation rate throughout the organization within 30 days of launch.
- Promoted company culture aligned with shared values and guiding principles and designed a companywide internal campaign that provided managers with an innovative functional tool to measure engagement.
- Encouraged creativity and collaboration and rewarded behaviors measured with engagement efforts and social interactions with a purpose while initiating cross-functional partnerships and inclusive two-way communications.
- Conceptualized and created engaging communications to motivate, influence, and foster trust and credibility for future projects, products, and long-term planning initiatives, balancing company objectives and internal/external satisfaction.
- Spearheaded the relaunch of a secure multi-site intranet and established content managers and site development.
- Led special projects and implemented new software to track open rates and promote social interactions on content delivery.

Chief of Staff to the Interim President, CEO & FAC Board Member, January 2018 - February 2020

Leveraged experience in leadership, strategic planning, organizational development, and team building to shape long-term strategies, transform culture, foster strong employee engagement, and position the company for success. Prioritized growth initiatives while safeguarding current operations and collaborated and interfaced with senior executives daily as a strategic advisor, representative, and spokesperson of the CEO, playing a critical role in creating efficiencies. Optimized processes, monitored ongoing progress of vital initiatives, and developed steering committees to identify, address, and promptly resolve potential challenges. Established the Corporate Communication Department, channels of dissemination, targeted audiences, and comprehensive policies for internal communications, defining protocols to ensure consistency, accuracy, and joint accountability on employee content.

- Recruited to the company by the CEO to strengthen culture to position the company for success and back to profitability.
- Attained the Exceptional Performer Award in 2018 and placed on the company's wall of fame for significantly impacting success.
- Evolved and strengthened the overall culture with full autonomy of culture and engagement-driven platforms.
- Improved processes and created, developed, launched, and managed the intranet as the single resource for internal updates, allowing access to essential documents and enabling employee social interactions nationwide.
- Redesigned and enhanced the company store with branded products and exclusive rewards and recognition points.
- Designed "You Have a Voice," the automated anonymous platform to give employees a voice, resulting in changes to policies, processes, and procedures while simultaneously providing insight to senior executives.

- Founded a committee to spread awareness in social responsibility, education recognition, diversity, and inclusion.
- Planned, organized, and distributed a quarterly newsletter to provide a 360-degree companywide review of day-to-day operations, departmental and essential announcements.

Thirdhome, Brentwood, TN
Director of Partnerships

July 2017 – December 2017

Demonstrated professionalism to develop opportunities and build and cultivate long-lasting relationships through negotiating and managing partnerships with new and existing luxury property managers. Oversaw daily operations and provided direction, guidance, and support to management partners, and delivered a consistent level of exceptional customer service.

- Managed the portfolio lifecycle from initial strategic planning to end-user adoption with a solid understanding of the marketplace and clients' changing needs and responded to challenges with proactive solutions.
- Partnered with the marketing department to transform ideas into innovations and devised creative promotions, online content, and comprehensive and impactful communication strategies.
- Successfully created an eCommerce marketplace accessible to all members.

Acceptance Insurance, Nashville, TN
C-Suite Executive Assistant to the President and CEO

November 2014 – July 2017

Confidentially delivered first-class executive administrative support to the Chief Executive Officer (CEO) and organized and coordinated executive outreach in a fast-paced, dynamic environment. Served as a trusted liaison and knowledgeable "go-to" resource for the Board of Directors, assisted with diverse projects, prioritized inquiries, and resolved conflicts discreetly and professionally. Sustained a daily calendar of meetings, scheduled travel arrangements, tracked expenses, and made adjustments based on changes circumstances as required. Led the coordination and logistics planning efforts for monthly board meetings and drafted complex documents, reports, and presentations as directed. Handled meeting notices, agendas, and general communication for the Board of Directors and General Counsel. Proactively enhanced the overall culture of innovation and improvement and aided in developing initiatives to increase profits margins.

- Devised a collaborative tracking tool to roll out a new business model, ensuring all department deliverables and dependencies met the standards, specifications, and expectations of the CEO.
- Pivotal in developing the platform "Questions to Ken" that yielded valuable insight and allowed employees to share honest and anonymous feedback with the CEO and board members on leadership, systems, and policy concerns.
- Created the Winks Rewards Program, the first public peer-to-peer recognition platform to recognize and reward outstanding efforts and identify top performers, the most utilized recognition program by employees nationwide.
- Organized annual leadership conferences, including budgeting, timelines, site selections, reservations, acquiring permits, catering, securing equipment needs, and managed risk.

Additional Experience

Executive Assistant, Asurion, Nashville, TN, 2008 - 2014

C-Suite Executive Assistant to Legal Counsel, Universal Music, New York, NY (Manhattan), 2005- 2006

C-Suite Executive and Personal Assistant to Managing Partner and Syndicate Trader, Maverick Capital, New York, NY, 1995 – 2005

Committee Leadership Roles

Chairman, The Employee Engagement Committee | Counsel Member, COVID-19 Counsel

Chairman, You Have a Voice | Committee Member, Business Continuity Committee

Community Leadership & Affiliations

Sponsorship Volunteer, Warm Coats for Warm Hearts | Big Sister Volunteer, Big Brothers Big Sisters Middle Tennessee Chapter
 Team Lead, Arthritis Foundation Walk for the Cure | Affiliate Volunteer, Robin Hood Foundation

Education

Two Years Business Management coursework, MGCCC Perkinson Campus

Certifications

Certificate Project Management .6EC | Creative Writing Certificate, MTSU

Inner Engineering Certificate, Isha Foundation Inc.

Technical Proficiencies

WordPress | Visio | Smartsheet | Salesforce Administration | Microsoft Office Suite – Word, Excel & PowerPoint