

James Smith
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Senior-level communications professional with global internal, acquisition and executive communications experience that blends strategic acumen with bias for action. Chief strategist, counsel, and tactician for critical corporate change management initiatives, including business integrations, headcount reductions, reorganizations, and relocations.

EXPERIENCE

SMITH, MITCHELL INC., Los Angeles, CA 2/08 – present

Director, Global Internal Communications

Reporting directly to Vice President of Corporate Communications and Public Affairs, led internal communications team for \$1.2B, 8,000-employee diabetes health company with medical device and pharmaceutical operations in 28 countries. Transformed communications plan and vehicles to align with business strategy and priorities, deployed multiple technology solutions to encourage proactive and consistent messaging, and focused on reducing communications-related expenses.

- Designed agenda, developed content, and directed logistics for CEO-led Global Employee Meetings, increasing global employee participation 27% from 2009 level.
- Formulated and executed on calendar, messaging, and content for CEO and corporate leader communications that focused on key business priorities, increasing employee confidence in business strategy by 32% from 2008 level.
- Spearheaded leadership team that created “Global Leadership Team” and “Frontline Manager” groups to accelerate institutionalization of important corporate messages and initiatives, with 85% of participants “highly satisfied” with process and content provided.
- Led internal and agency team of 7 to upgrade global intranet platform to enable multiple language, social media, and semi-personalization capabilities.
- Implemented universal flatscreen platform for global operating sites to drive, coordinate, and audit corporate, regional, and site-specific messaging.
- Eliminated 225K in agency costs by streamlining bid and evaluation process, and ensuring department needs were consistent with services provided.
- Recognized for exceptional contributions to the business twice in six months.

FAMOUS FORTUNE 500 COMPANY, Boston, MA, 7/04 – 2/08

Manager, Global Internal Communications (6/06 – 2/08)

Manager, Integration & Organization Communications (7/04 – 6/06)

Reporting to Sr. Vice President, Human Resources, created and led comprehensive organizational communications and change management initiatives for one of Famous Fortune’s fastest growing operating companies (50% year-over-year).

- Selected as one of 10 communications professionals throughout Famous Fortune 500 to participate in inaugural “*Academy for Communications Excellence and Leadership*” program.
- Created strategic change management plans for General Manager and Management Board that guided organization through multiple reorganization, relocation, and headcount transition initiatives - hitting all retention, efficiency, and financial targets.
- Led external vendors and internal staff to manage all multi-site Town Hall and extended leadership meetings, including agenda, content, and logistics.
- Envisioned and launched company’s first internal branding campaign utilizing electronic media, print, and web.
- Expanded media outreach program with key spokespeople that helped elevate Famous Fortune media SOV from #5 to #2 in category.
- Engineered overall integration effort, including executive messaging, communications, and systems and processes implementation, with Corporate recognition as “*Best in Class*.”
- Overhauled Performance Management, Coaching and Development, Leadership Development, and Succession Planning programs throughout organization.

THE PREP SCHOOL, Philadelphia, PA, 7/99 – 6/04

Director of Marketing

Orchestrated organizational rebranding and public relations efforts that helped increase applicant pool by 29% and school endowment by 105%.

- Created and executed public relations plan that increased coverage in print and broadcast media by 150% and moved school from #7 to #1 in media exposure.
- Managed 250K budget, team of four, and multiple agencies to rebrand all communications vehicles including executive messaging, annual report, magazine, website, and alumni pieces.
- Partnered with Advancement and Alumni office and Dean of Students and faculty to ensure consistent messaging of key strategic priorities throughout school community.
- Spokesperson for major school enhancement efforts with local government, community, and business leaders.

ANOTHER PREP SCHOOL, Boston, MA, 6/96 – 6/99

Director of Marketing Communications

Grew public relations, marketing, and public outreach efforts for newly established school, creating a foundation for program enrichment and sustained growth.

- Increased contributions 95% in first year by working with school executives and Board of Directors to oversee cultivation and solicitation strategies for major donors.
- Created “Greater Boston Coalition of Independent Schools Advocacy Initiative,” resulting in 58% applicant growth, and 25% increase in student body.
- Drove \$3 million Corporate Scholarship Program targeting state, community, and business leaders.
- Launched annual report, admissions, alumni, and community relations communications on budget and on time.

RENOWNED UNIVERSITY, Chicago, IL, 8/91 – 6/96

Communications Manager (9/93 – 6/96)

Communications Specialist (8/91 – 9/93)

Developed and edited award-winning creative copy for \$1 billion capital campaign. Drafted president’s speeches and written communications for major donors and fund-raising proposals.

- Identified and oversaw multi-organization, cross-functional groups to craft university president’s major speeches, written communications, and \$10M+ gift proposals to achieve quarterly fund-raising and participation goals.
- Led group of seven, outside agency creative staff, and \$700,000 budget to create award-winning case statement, direct mail, and brochure copy for \$1 billion capital campaign.

EDUCATION

University of Chicago Booth School of Business, Chicago, IL
MBA/Marketing Magna cum Laude 5/94

Denison University, Granville, OH
BA/Math & Philosophy Summa cum Laude, 6/90

CERTIFICATIONS & PERSONAL

- Masters Certificate in Communications Management (Temple University), Project Management
- Reads 19th century philosophy and historical fiction, kayaks North America’s major rivers, leads Habitat for Humanity home-building teams, tutors Math to inner city youth