## CONTENT, CHANNEL & EDITORIAL STRATEGIST

Year-over-year top performer with demonstrated excellence in developing and delivering strategic content and communications to enhance employee engagement and influence behavior:

* Enhance awareness & engagement with corporate and brand narratives through targeted use of strategic content
* Align internal and external messaging, resulting in seamless corporate and brand narratives across channels
* Editorial strategy development to ensure a unified, consistent organizational voice while maintaining a human tone
* Increase employee engagement through multidirectional communication
* Successful matrix collaboration to ensure strategic alignment in key messages
* Counsel senior leaders on content, communication and editorial strategy to accomplish organizational objectives
* Continuous measurement and assessment of content, resulting in increasingly effective communications

# EXPERIENCE

***BRISTOL-MYERS SQUIBB* 2010 - Present**

**Manager, Corporate Content & Channels, Public Affairs, Princeton, NJ (2014 – Present)**

Shapes the enterprise BMS Editorial Strategy as a lead in the News Bureau Editorial Strategy Board, resulting in a strong, consistent (yet human) corporate narrative

*Key* *Achievement*: First to develop internal news editorial strategy; trained 92 Public Affairs employees globally

Drives strategy for internal content publishing, including editorial philosophy and platform-enabled functions. Develops content and messaging strategy, ensuring alignment between internal and external channels

*Key* *Achievement*: Publish 10 internal content pieces on the corporate Facebook during first 60 days

Increases employee engagement and understanding of strategic priorities through storytelling and championing the BMS story. Aligns content with overarching strategic priorities and broader company objectives

*Key* *Achievement*: Measured 6.6% increase in employees’ understanding between work and strategic priorities

Global lead for BMS enterprise enhancement to modernize how employees receive and interact with company news. Partner with IT and business stakeholders on design and execution

*Key* *Achievement*: Saved ~$200k in development costs by repurposing existing platform

Provides strategic guidance and counsel to senior leaders on communications to drive business performance

*Key* *Achievement*: 2015 communication strategy resulted in 14% increase in employees reporting clear messaging from senior leaders

Measures and assesses content performance to continuously refine and improve content and communications.

*Key* *Achievement*: Assessment efforts identify opportunities to improve and add 20% more content fromunderrepresented business units

Teaches social/digital expertise to raise BMS Public Affairs digital capabilities resulting in 100% of Public Affairs employees being active on Yammer. Consultant to the corporate Facebook launch team

*Key* *Achievement*: Corporate Twitter handle increased followers by 20,000 in Q1 2016

**Manager, US and Field Medical Communications 2010 – 2014**

Demonstrated positive change in the US Medical and US Field Medical culture through traditional and innovative engagement methods; as measured by annual employee engagement surveys. Advised senior leaders on significant change management efforts, continuously embedding the organization’s new strategic framework. Consulted on learning-related initiatives and operational projects. Led matrix communication efforts through multiple channels, including strategic messaging, newsletter distribution, social media and virtual communications.

**CELGENE CORPORATION, Warren, NJ 2009 – 2010**

**Trainer (Consultant).** Collaborated with a focused team of specialty trainers in the Risk Management Division for Customers. Authored and maintained training materials for the division with direct contact with patients, prescribers, and pharmacists.

**AEQUOR, INC., Edison, NJ ` May 2009 – November 2009**

**Head of Training (Contract)** Established the Training Department, developing and managing training for domestic and international associates. Created sales models, marketing strategies, training manuals, workshops, and other employee development materials. Spearheaded and managed online learning solutions.

**ALPHARMA PHARMACEUTICALS LLC, Bridgewater, N.J. 2006 – 2009**

**Sales Training Coordinator.** Developed training materials, ensuring compliance with industry standards, and directed Learning Management System (LMS) for multi-sized groups of students in the continuing employee education program. Partnered with training team to assess and put forward solutions for training initiatives for both new hires and management development, and for development of materials/agenda for national sales meeting.

# EDUCATION

Masters of Science, Corporate and Organizational Communication, Social Media Concentration, 2016

Northeastern University, Boston, Massachusetts

Bachelor of Arts in Art History, 2006

Rutgers University, New Brunswick, New Jersey

**PROFESSIONAL ASSOCIATION:**

International Association of Business Communicators (IABC)

**TECHNICAL SKILLS**

Adobe Captivate ● Adobe Illustrator ● Content Management Systems ● Intranet platforms ● Information Management Systems ● Microsoft Excel, Office OneNote, PowerPoint and Word Microsoft Live Meeting ● Photoshop ● SharePoint 2007; 2013 ● Skype ● Social Media ● Snag-It Editor ● Web-based Platforms ●WebEx