

CAROL VECCHIONE

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B2B WRITER & COMMUNICATIONS CONSULTANT

Writer experienced in creating corporate intranets (*IBM, PwC, KPMG*) and developing multimedia business content to engage diverse audiences. Speechwriter and former journalist who's helped C-suite tech and Big4 leaders build their brands with internal and external speaking, storytelling and social media. Clients have called my writing "superb," "highly creative," and "relevant to audiences in every type of media." Key strengths include:

Intranet Development & Management|Internal & Executive Communications|Content Creation|
White Papers|Executive Writing|Video Scripts|Annual Reports|Blogging|SEO

Communications Consultant (current). Clients include:

- American Friends of Georgia. Writer and strategic consultant to non-profit; advise executive director on communications plans; write quarterly fundraising letters

PwC, New York, NY - Promoted into roles with increasing responsibility from 07/14 - 07/21

Global Communications Director, Editor-in-Chief, Senior Writer (07/19 - 07/21)

Led communications strategy and created deliverables for global transformation project that trained staff to use artificial intelligence and automation

- Creator and editor-in-chief, PwC's *Digitizing the Network* intranet, Google+ communities and monthly newsletter, reaching 300,000 employees worldwide informing and engaging them about the firm's global digital transformation
 - Used qualitative and quantitative metrics to monitor content's impact
 - More than 90 percent of employees polled said communications motivated them to learn more about automation and refresh their skills
 - Also wrote: webcast scripts, leadership emails, newsletters and video scripts

Director, US Tax Communications (10/16 - 7/19)

Designed internal and executive communications strategy for US Tax practice; implemented strategy, leading a team of six

- Wrote for US Tax leader, developing his "voice" in email newsletters, blogs, speeches, videos, internal town halls
- Oversaw all US Tax messaging on intranet, microsites, blogs, social media platforms, internal town halls and webcasts, motivating and informing employees
- Crafted communications across multiple platforms telling the PwC US Tax story
- Worked closely with the public relations and social media teams on message alignment
- Built relationships across the business, collaborating with finance, marketing, and human capital that grew and promoted the Tax practice

Director, Corporate Communications (7/14 - 10/16)

Planned and executed strategic internal communications and public relations strategy for high-profile Chief Financial Officer, establishing her brand as a leader

- Created multi-channel platform for CFO via external speeches, op-eds, blogs, Twitter and more; messages focused on talent, diversity, and women's leadership

- Led and coached a team of internal communicators supporting the Internal Firm Services organization, including technology/CIO, human capital, finance, real estate, operations, and compliance
- Worked across matrixed organization, including global territories, to develop and drive consistent, clear messaging that informs and inspires employees and leaders
- Managed benchmarking, monitoring, and measurement of achievement against strategic objectives of communications programs and campaigns

KPMG, Montvale, NJ - Promoted into roles with increasing responsibility from 08/08 - 07/14

Associate Director|Managing Editor Internal U. S. Communications (2010 - 2014)

- As *KPMG Today* managing editor, oversaw development, execution, and measurement of the U.S. firm's top digital communications channel, reaching nearly 25,000 partners and employees
 - Directed daily editorial and design strategy, managed a team of contributors, led editorial planning, rewrote stories for clarity and readability, developed artwork and communicated *KPMG Today's* value proposition to firm stakeholders and senior leadership
 - Measured and analyzed readership behavior and made necessary adjustments to attract an ever-growing and interactive community of readers

Manager, Global Communications (2008 - 2010)

- Award-winning director of firm's global annual report in 2010; managed teams, budgets, deadlines and scope.

IBM, Armonk, NY, 1995 - 2007

Editor-in-Chief, IBM Americas (2001 - 2007)

- Managed budget, strategy, and content; led a team of writers and designers in day-to-day operations of IBM Americas intranet aimed at 40,000 salespeople in the U.S., Canada and Latin America
- Drove \$1 million in savings through consolidating and eliminating redundant or obsolete pages while streamlining several IBM business units' web presence
- Editorial board member, w3 IBM, named a top company intranet in 2005

Speechwriter, IBM North America (1995 - 2001)

- Wrote speeches, audio/video scripts, talking points, customer pitches, op-ed pieces, and letters for the most senior IBM executives in North America

EDUCATION

Rutgers University, Newark College of Arts & Sciences
Bachelor of Arts, English Literature and Journalism