

Angela David

Marketing & Communications Professional

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Strategic VP-level professional with proven success coordinating corporate and employee communications in a variety of sectors. Turns complex and technical information into easily digestible messages for diverse audiences. Creative problem solver, critical thinking, and adept leader who thrives at making connections through effective communications.

Core Expertise

Employee Communications
Writing / Editing / Proofreading
Newsletter Creation

Intranet Communications
Cross-Functional Leadership
Acquisitions

Engagement Metrics
SaaS Product Development
Training & Development

Professional Experience

MATTRESS FIRM

Internal Communications Manager

4/2022-9/2022

- Delivered engaging employee communications to over 10,000 associates.
- Developed comprehensive internal communications strategies to align with corporate initiatives and values.
- Planned, edited, and delivered three weekly internal newsletters.
- Wrote, edited, and proofread content for all internal communication channels, including CEO scripts.
- Tracked employee engagement metrics to identify trends and suggest adjustments.
- Assisted with launching a new company intranet that transformed associates' digital workspace to increase productivity, communications effectiveness, and overall employee engagement.
- Increased employee newsletter clicks by 500% through a redesign.

ILLUSTRATUS, a division of Uhlig LLC

Senior Vice President

1/2014-3/2022

- Oversaw the creation, editing, production, and on-time delivery of over 2 million digital and printed products created with Uhlig's SaaS online editor each month.
- Developed new SaaS products and iterative upgrades to existing products for online suite of communication tools.
- Integrated unfamiliar workflows into existing processes following the acquisition of three direct competitors.
- Served as Executive Manager for Product Development, Marketing, Sales, Customer Service, Art, Editorial, Production, and Fulfillment departments, comprising 34 full-time and 22 part-time employees.
- Provided senior-level writing and final editorial input on all content.
- Achieved an 18-month streak of consistent, continuous sales growth, an accomplishment unrealized in the company's history.

Vice President of Periodicals

7/2011-1/2014

- Managed cross-functional teams in the creation, editing, and fulfillment of over 2 million newsletters per month.
- Provided professional development support and coaching to each team member.

Art and Editorial Manager

5/2009-6/2011

- Managed content creation, graphic design, editing, and proofreading of monthly newsletters.
- Led editorial direction and planning efforts.

Editor

2/2008-5/2009

- Wrote and edited feature articles for multifamily and senior living newsletters.

PREVIOUS EXPERIENCE

Marketing Communications Specialist • AdventHealth Shawnee Mission

5/2007-2/2008

Marketing Manager • Penton Media

7/2005-5/2007

Marketing Communications Specialist • Blue Cross and Blue Shield of Kansas City

7/2003-7/2005

Education

Bachelor of Science, Journalism • The University of Kansas