

Becky McKelvey

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Communications Professional with 17 Years of Experience

- Passionate about communications and the role it plays in setting the tone for the rest of the company.
- Skilled at building relationships and collaborating across organizations to deliver consistent, quality content that shares the organization's mission and voice.
- Expert at simplifying complex information for multiple audiences while repurposing it across various platforms.

Skills

Storytelling | Editing | Research | Blogging | Web Content Writing | Thought Leadership | Project Management | Graphic Design | Internal Communications | External Communications | Relationship Building | Teamwork | Microsoft Office | Adobe Illustrator | Adobe Photoshop | Canva | SharePoint

Recent Experience

Internal and Executive Communications Manager (Remote)

Optum / March 2023 to present

- **Communication strategy:** Lead the development and implementation of strategic and tactical communication plans for internal initiatives, aligning them with overarching communications efforts to maximize impact and resonance.
- **Change management:** Lead communication efforts during periods of organizational change. Develop plans to address employee concerns, clarify changes, and foster acceptance and engagement.
- **Leadership collaboration:** Partner with senior leadership to align communication efforts with overarching company initiatives. Provide counsel and support in crafting messages and communication plans.
- **Company messaging:** Ensure the delivery of consistent messaging using standard communications procedures and programs, supporting and advancing company reputation and business objectives.
- **Measurement and analysis:** Establish metrics to assess the effectiveness of internal communication efforts. Analyze data and feedback to evaluate performance and make data-driven adjustments to enhance communication effectiveness.

Owner (Remote)

Lotus Creative / March 2023 to present

Sometimes, you just have to do your own thing! I started Lotus Creative to give myself the opportunity to expand my creative horizons. I love helping companies find their voice through the development of marketing materials, blog, web, and social media content and graphics. My current clients include startups within the healthcare space who are working to change the trajectory of the US healthcare system.

Senior Manager, Marketing Communications (Remote)

SameSky Health / January 2022 to October 2022

- **Strategy development:** Worked with the SVP of Marketing to develop and execute on over-arching communications plan.
- **Planning and execution:** Created and managed editorial calendar, ensuring timely communications and coordination of announcements while leaving room for any breaking news within the healthcare industry.
- **Market landscape:** Continually monitored industry news to weave into company messaging, while providing input and feedback to senior leadership team based on news trends.
- **Cross-functional collaboration:** Worked across multiple departments to share company success and performance via multiple external outlets, including web site content, blog posts, white papers, case studies, newsletters, marketing emails, and social media.

- **Social media strategy:** Developed and implemented structured process and strategy for social media content, increasing audience engagement by 50.8%.

Manager, Corporate Communications (Remote)

Cognizant / April 2015 to January 2022

- **Editorial development:** Worked with internal business units to identify byline opportunities based on thought leadership pieces and whitepapers, coordinating writers and subject matter experts to produce content for various trade publications.
- **Process improvement:**
 - o Developed guidelines and process documentation for use with internal clients, improving turnaround times for publication of news items by 75%.
 - o Established earned media monitoring reporting processes with PR agency to follow news cycles and advise leadership of trends within various industries.
 - o Defined and implemented daily executive report based on Cognizant appearances in the media and industry media coverage.
- **Website management:** Worked with the global corporate communications team to update and maintain Cognizant's external-facing news website, creating both original content and posting news clippings from various publications.
- **Cross-functional collaboration:** Worked with internal communications team for various projects, including COVID emergency response and uplifting "COVID Hero" stories at the beginning of the pandemic.

Manager, Internal Communications (Remote)

TriZetto / September 2013 – April 2015 (Acquired by Cognizant)

- **Communications strategy:** Designed and implemented a three-pronged approach to internal communications that included a weekly newsletter, management of the company's intranet site, and the digital signage system, reaching 4,700 employees across the US.
- **Content creation:** Created both written and graphics-based communications that included parallel messaging across channels to achieve the broadest reach.
- **Cross-functional collaboration:**
 - o Worked with everyone across the company, from facilities to executives, developing strong relationships to ensure our associates had the information they needed.
 - o Coordinated and facilitated company-wide town hall meetings, incorporating eight office locations across the country and remote employees for a seamless live meeting experience.

Internal Communications Specialist (Englewood, CO)

TriZetto Corporation / June 2011 – September 2013

Created and distributed communication pieces for a sales team of about 85 people to inform them of current events relative to their roles and update them on any changes that affected the way they conducted business. Communications pieces included a weekly newsletter, and biweekly updates for various business units.

Additional Experience

- RFP Writer, TriZetto Corporation, September 2009 – June 2011
- Proposal Writer, Policy Studies, September 2007 – September 2009
- RFP Writer, Great-West Life and Annuity Insurance Company, August 2006 – September 2007

Education

BA in Journalism — PR & Advertising, University of Northern Colorado