

# CHERYL WINSOR

cherylwinsor@outlook.com | 774-279-3890 | linkedin.com/in/cherylwinsor/

## MARKETING COMMUNICATIONS LEADER

INFORM | INFLUENCE | INSPIRE

Passionate leader with 20 years of experience guiding brands to refine their narratives and elevate communication strategies. An accomplished storyteller, crafting narratives that foster engagement, build trust, and create a vibrant organizational culture. Expert in branding, executive communication, storytelling, digital marketing, graphic design, and event planning, creating impactful programs that enhance information flow for large organizations and external audiences.

**Speech Writing | Executive & Change Communication | Content Development | Town Hall & Leadership Events**  
**Digital Channel Optimization | Press Releases | Intranet Governance | Video & Podcast Production**  
**Crisis Messaging | KPI & Analytics | Culture & Employee Engagement | Persuasive & Creative Communication**

## PROFESSIONAL EXPERIENCE

**TOTAL WINE & MORE - BETHESDA, MD**

**JANUARY 2024 - MARCH 2025**

### DIRECTOR OF COMMUNICATION

*Established a multi-channel internal communication program, serving as a trusted advisor to CEO, executive leadership, and corporate office, while contributing to a successful year of increased sales, 15% digital growth and the opening of 16 new locations.*

- Refined company communication channels and cadence, reducing email, printed materials, and message repetition within first 4 months of start.
- Initiated and launched the company's inaugural podcast, weekly digital digest, and centralized digital media screens to create a visually impactful, engaging communication experience.
- Conceptualized and produced meetings, town halls, and annual conferences attended by 2,000 corporate and field leadership team members which received 4.5 out of 5 approval rating.
- Led cross-functional teams to manage over 50 high impact communication projects annually including a team member engagement survey with an 85% response rate.
- Created compelling presentations for CEO speaking engagements at Harvard University and other prestigious industry conferences.
- Key achievements
  - Led the conversion of traditional communication channels to a centralized digital media program, developing processes, content and training, resulting in visually impactful and cohesive messaging for 1,000 corporate team members.
  - Developed a strategic multi-channel communication plan for CEO to effectively connect to 10,000 team members across the organization, cascading information via dedicated SharePoint page, podcasts, AMA sessions, roundtables and coffee chats.

**NOURIA ENERGY CORPORATION - WORCESTER, MA**

**DECEMBER 2020 - DECEMBER 2023**

### DIRECTOR OF BRAND COMMUNICATION

*Crafted and executed enterprise communication strategies that created alignment for 170 retail locations, 56 car washes, the corporate office, executive leadership, and an overseas support team through digital channels, events, company meetings, and engagement programs.*

- Established the organization's centralized intranet communication hub from concept, design, and governance to training and ongoing oversight.
- Created and launched company mission and vision, brand guides and standards that were successfully embraced by 3,000 team members and 200 vendor partners.
- Led strategies to increase loyalty program engagement, launching a new digital app with robust reward offers and personalization, resulting in a 65% increase in membership over one year.
- Onboarded an AI marketing platform solution and enhanced SEO for 170 locations, social media cross-posting, targeted marketing, community building, and reputation management with a 24-hour response rate.
- Key achievements
  - Collaborated with merchandising and operations teams to enhance and increase brand awareness, media presence, product selection and service programs resulting in recognition as Chain of the Year 2022 by C-Store decisions.
  - Partnered with Showtime Network producers to negotiate and leverage company location for television filming, which led to a successful media campaign, increased visits and an established tourist destination for show audiences.

## GLOBAL EXPERIENCE MANAGER

*Planned, managed, and expanded global event programs and internal communications, including VIP headquarters seminars, product demonstrations, trade shows, town halls, and employee engagement activities for a division that drove 25% of \$3B in company revenue.*

- Produced international trade shows and press events, resulting in best in show product awards, industry recognition, and a 20% increase in sales leads.
- Created standards, processes and new platforms that improved and increase internal communications for a global marketing, sales and event teams.
- Deployed a Click Dimensions CRM platform to standardize communication across global customer marketing channels.
- Key achievements
  - Renovated a 10,000 square foot VIP experience center, achieving substantial growth in visits and customer engagement with an enhanced welcome area, entertainment space and state of the art conference room to showcase and demonstrate award winning technology and sound systems,
  - Produced the professional division's first virtual tradeshow experience, creating booths, product demonstrations, and panel discussions for an audience of 25,000 that received positive feedback, high levels of engagement, and a best in show award.

## BJ'S WHOLESALE CLUB- MARLBOROUGH, MA

NOVEMBER 1999 - MAY 2019

## DIRECTOR OF SERVICE AND EXPERIENCE

*Developed and directed experiential marketing initiatives, service businesses, internal communications, and events, including product demonstrations, roadshows, annual conferences, vendor summits, company updates, corporate celebrations, award galas, team-building activities, leadership sessions, speaking engagements, and charitable programs.*

- Revitalized experiential marketing programs, boosting annual revenue from \$31M to \$88M over 3 years.
- Streamlined communication processes to cascade information effectively to 3,000 brand ambassadors.
- Enhanced internal communications, crafting impactful content for C-Suite executives and leadership, reaching 26,000 team members across multiple channels.
- Crafted targeted meeting agendas focused on enhancing strategic plans, fostering communication skills, and developing leadership abilities for annual and leadership meetings and town halls.
- Key achievements
  - Honored as a Fortune 500 company's first Leading Change Award recipient.
  - Successfully deployed a program acquisition communication plan for 2400 impacted employees and a detailed cascade plan to inform 26,000 team members affected by the change management.
  - Project managed the launch of an optical program, including prescription dispensing software, new POS systems, lens manufacturing and frame distribution partnerships, onboarding of 300 opticians and renovation of space in 120 stores resulting in \$80 million in first-year revenue.

## CURRENT EXPERIENCE (CONTRACT)

BACH TO ROCK, MARLBOROUGH, MA

DIRECTOR OF BUSINESS DEVELOPMENT

MARCH 2025-PRESENT

## TECHNICAL SKILLS

SharePoint | Google Workspace | Microsoft 365 | Adobe Creative Suite | Canva | PowerPoint  
Keynote | Mailchimp | Click Dimensions | Word Press | Reflexis | SAP

## EDUCATION

Bachelor of Science (B.S.) in Mass Communication | magna cum laude | Emerson College, Boston MA

## TRAINING

Disney Institute - Leadership Development | Pragmatic Institute - Pragmatic Management

## VOLUNTEER EXPERIENCE

FLOW SURF ACADEMY| Non Profit serving children with special needs

JUNE 2023 - PRESENT

## CHAIR OF THE BOARD

PEPPERDINE UNIVERSITY

AUGUST 2024 - DECEMBER 2024

## SERVICE LEADERSHIP ADVISOR