

MARY JONES

123 Main Street
Anytown, PA 19000

Jones@verizon.net

Home: (610) 789-1234
Cell: (610) 639-4321

SENIOR CORPORATE COMMUNICATIONS EXECUTIVE

Versatile executive with 14 years of broad international exposure directing high-level strategic corporate communications for large, diverse global audiences. Skilled communicator with extensive writing, editing, and design experience across traditional and electronic mediums. Expert at developing and executing high-quality programs that enhance brand awareness, support mission-critical organizational objectives, drive employee engagement, foster positive organizational change, and influence public opinion.

Additional areas of strength and competency include:

- Strategic Communications Planning
- Organizational Development
- Public & Media Relations
- Website Design & Update
- Event Planning & Management
- Employee Communications
- Message Mapping & Alignment
- Brand Identity & Awareness
- Client & Stakeholder Engagement
- Major Account Management
- Senior Executive Consultation
- Global Matrix Team Coordination
- Organizational Change Management
- Crisis Communications
- Technology Optimization

PROFESSIONAL EXPERIENCE

EXCEL CONSULTING SERVICES, Boston, MA

2002 to Present

COMMUNICATIONS CONSULTANT

Provide comprehensive communications and messaging support for clients ranging from startup business ventures to world-class international corporations and non-profit organizations. Analyze client requirements to develop consistent and compelling strategies for attaining diverse business objectives that include: building brands, driving sales, managing customer relationships, improving public relations, and enhancing internal communications.

Prominent clients have included *MasterCard International*, *Novartis Pharmaceuticals*, *U.S. Department of Tourism*, and *Cancer Care Research Society*. Project highlights include:

- Developed high-visibility marketing/PR program for Country Home Cooking Restaurant, commemorating its 20th anniversary, resulting in positive media placement and 25% customer growth over previous year.
- Improved synergy between sales and marketing departments of Novartis Pharmaceuticals through an integrated communications program.
- Championed the revamping and national rollout of corporate Intranet site for MasterCard International. Developed internal communications campaign to support long-term growth objectives.
- Developed two marketing program for U.S. Department of Tourism to bolster its profile and spark an increase in enrollment and sponsorships; received strong feedback from client on results.

BARCLAYS BANK, New York, NY

2004 to 2007

SENIOR COMMUNICATIONS MANAGER – GLOBAL TECHNOLOGY & OPERATIONS

Manage strategic internal communications program for the Global Operations division, with an audience of more than 6,000 employees across six countries. Coordinated and supported the delivery of executive, employee, and project-related communications within a matrixed environment. Served a lead communications counsel to the division's executive team, two global steering committees, and more than 15 project teams.

- Developed integrated communication plans and materials supporting more than 10 organizational changes and approximately 30 management/team realignments over a 24-month period; many involved ultra-sensitive, highly confidential information.
- Managed and produced more than 20 well-attended, highly acclaimed corporate events, including town halls, employee appreciation events, and national executive road shows.
 - Achieved 96% positive feedback on messaging effectiveness of town hall presentation.
- Provided leadership and communication support materials for successful internal marketing campaign. Led overhaul of divisional Intranet site; reinforced cultural brand across all communications.
- Volunteered as communications consultant on employee-run committee for employee satisfaction. Created overall communications plan and organized cross-country appreciation events.

- Initiated rapid crisis communications response to successfully mitigate potential damages of two separate incidents involving privacy breaches and leaks of confidential customer information.
- Collaborated with regional operation center managers on the integration of corporate messages into center communication activities.
- Spearheaded standardized communications approach across the division that significantly enhanced the value and awareness of communications for managers and employees alike.
- Received five "Super Performance" acknowledgements from colleagues and management for outstanding contributions on various projects and events.

MASTERCARD INTERNATIONAL, New York, NY

1996 to 2004

DIRECTOR, INTERNATIONAL PUBLIC AFFAIRS

Recruited to develop and execute the global communications strategy for the Global Financial Services division, the company's largest operating unit. Engaged the commitment of more than 20,000 employees to raise market visibility for the company's financial services brand. Served as communications consultant to the President of the International Card Services division and his leadership team. Managed international media relations as official media spokesperson. Prepared press briefings, speeches, presentations, videos, conference packages, and corporate announcements.

- Key member of global team tasked with tackling various mission-critical initiatives linked to high-level global events such as Y2K, 9/11 terrorist attacks, and the large-scale merger of two business units.
- Served as headquarters liaison for nearly 200 communications colleagues across 25 countries, building a strong team relationship to ensure a strong channel of communication within this matrix environment.
- Collaborated on the development and execution of successful global Internet PR campaign. Managed survey process and analysis and coordinated launch in 10 international markets.
- Created and launched new employee reward and recognition program supporting team innovation and leadership. Developed guidelines, creative concepts, and full promotional campaign for global rollout.
- Initiated radical streamlining of quarterly business assessment process, including the establishment of a new standard template for gathering information from units and publishing online.

EDUCATION / MEMBERSHIPS / TRAINING

Bachelor of Science, Marketing - BERKELEY COLLEGE

Graduated with High Honor

Associates in Science, Business Administration - BERKELEY COLLEGE

Professional Memberships:

International Association of Business Communicators (IABC)

Canadian Public Relations Society (CPRS)

Indo-Canadian Chamber of Commerce (ICCC)

Professional Training/Workshops:

Web Content Management Utility (CMU) • Situational Leadership/Self-Leadership

The Art of Negotiation • Constructive Confrontation • Communicating Big Change