

SAMPLE CLIENT

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COMMUNICATIONS MANAGER

Visionary Communications Leader with a track record of success in developing and delivering powerful communications strategies, programs, and processes to enable engagement, growth, and visibility for multi-billion-dollar organizations. Widely recognized for driving continuous innovation and elevating workplace inclusion. Delivers insightful strategies, narratives, presentations, and visuals to align messaging with organizational mission, priorities, and culture.

Internal/External Communications Strategies ▪ Budget Management ▪ Program Development ▪ Marketing Communication Data Analysis ▪ Media Relations ▪ Strategic Messaging ▪ Cross-Functional Collaboration ▪ Team Leadership ▪ OKRs Public Relations ▪ Crisis & Executive Communication ▪ Technical Writing & Editing ▪ Employee Engagement & Experience

CAREER HISTORY & VALUE IMPACT

TEXAS COMPTROLLER OF PUBLIC ACCOUNTS | Austin, TX

2008-Present

Editorial Content Manager | Communications Manager (2018-Present)

Editorial Team Lead (2016-2018)

The Texas Comptroller of Public Accounts is Texas's chief tax collector, accountant, revenue estimator, treasurer, and purchasing manager owning a multi-billion-dollar financial book while serving every citizen in the state.

Define and create communications, marketing, and content strategies/collateral to drive visibility for a website that serves **30 million users** annually with **4 million email subscribers** and **1K+ topics**. Partner with C-level executives on communications and engagement initiatives, projects, and programs. Develop compelling narratives, reports, presentations, and visuals for cross-functional leaders and teams. Handle crisis communications, change management, news releases, and media collateral. Lead team to author/edit 100's of reports, publications, executive talking points, COVID response plans, executive briefings, surveys, web content, brochures, flyers, emails, and employee engagement items.

- **Hire, develop, and lead a cross-functional communications team of 10** tasked with developing web content, reports, speeches, scripts, technical documentation, presentations, talking points, tutorials, Spanish translation, etc.
- **Deliver data-driven improvements and shape future content** by collecting and analyzing data/trends and managing Google Analytics to measure effectiveness across content, keyword analysis, and search engine optimization/analysis.
- **Own internal/external crisis communications** to navigate the COVID pandemic; collaborate with cross-functional subject matter experts to disseminate news and updates to millions of taxpayers and businesses.
- **Increase engagement across 2K+ dispersed staff** by developing an internal newsletter, redesigning the intranet, and disseminating executive communication on organizational culture, employee affairs, training, and news/updates.
- **Bolstered the internal culture by building internal communications programs:** Online Web Campaigns, Halloween Photo Album, Employee Recipes, Wellness Fair Portal, Team Talks, COVID and Flu Updates & Vaccine Events, etc.
- **Authored cover story for the September 2020 edition of award-winning Fiscal Notes magazine**, providing critical insights into the pandemic while reporting on the health of the state of the economy.

Web Team Project Manager (2015-2016)

Played a key role in rebuilding the Comptroller.Texas.Gov website, which serves 30M+ pageviews each year and provides critical information to taxpayers, business owners, local governments, researchers, journalists, and citizens. Collaborated with cross-functional teams (executives, IT, third-party vendors, content owners) to develop new features and content architecture, automated processes, and visual identity.

- **Enhanced external communications** by transforming a 20-year old website into an award-winning, usable, and mobile-friendly website, enabling taxpayers to do business more efficiently.
- This project earned **Best of Texas Award** from the annual Texas Digital Government Summit and a **Pinnacle Award** from the National Association of Government Web Professionals.

Digital Communications Project Coordinator (2013-2015)

Guided the strategic vision for marketing communications supporting multiple statewide initiatives. Created editorial content, social media strategy, and production calendars; promoted content across multiple channels (web, social, print). Authored and created special reports, newsletters, informational brochures, data visualizations, and instructional guides.

- **Planned, managed, and reported \$120K+ annual budgets** while implementing data-driven plans to drive results.
- **Led an online marketing communications campaign** for the agency's Unclaimed Property initiative that has returned \$3B to taxpayers.
- **Wrote content for the email management platform** which serves 4 million subscribers.

Communications Coordinator | Writer & Editor (2008-2013)

Wrote and edited print/web content for three publications which included economic reports, information materials, web copy, procedures, tutorials, and more. Managed editorial calendars to advance agency objectives and legislative goals.

- **Developed and managed social media plans** for agency campaigns, policy announcements, and promotions.
- **Represented the agency and presented at external events** such as SXSW Interactive, Executive Women in Texas Government, Texas GIS Forum, and Texas Association of State Systems for Computing and Communications.

NATIONAL INSTRUMENTS | Austin, TX

2007

Corporate Communications Project Coordinator

National Instruments is a multinational company that produces automated test equipment and virtual instrumentation software.

Developed marketing communication content, white papers, and technical case studies while working closely with cross-functional teams spanning software engineering, hardware engineering, marketing, and public relations.

TEXAS TECH UNIVERSITY | Lubbock, TX

2005-2007

Media Relations Specialist, Office of Communications

Texas Tech University is a public research university that provides the highest standards of excellence in higher education.

Designed communications plans and key messaging to support media relations and marketing priorities. Developed and pitched research initiatives to state and national media outlets related to healthcare, business, and law. Arranged interviews with SME's and experts. Coordinated news conferences and media events. Authored news releases and briefing documents.

EDUCATION

Master of Arts in Technical Communication | TEXAS TECH UNIVERSITY | Lubbock, TX

Bachelor of Arts in English | TEXAS TECH UNIVERSITY | Lubbock, TX

AWARDS**Blue Pencil & Gold Screen Award - National Association of Government Communicators**

1st Place Award in the "Technical or Statistical Report" Category on behalf of Texas Comptroller of Public Accounts.

1st Place Award for Fiscal Notes: Texas School Finance – Doing the Math on the State's Biggest Expenditure.

Most Innovative Use of Social Media, Best of Texas Award - Center for Digital Government

Targeted Geographic Social Media Campaign generating the return of \$5M+ in unclaimed property to Texans.