Cara Crawford

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Corporate Communications Specialist

*Content Creation – Problem Solving – Strategic Thinking*

Accomplished, innovative and versatile Corporate Communications Specialist accomplished in creating, communicating, and promoting business positioning and strategies. Deep experience in developing and supporting brand awareness and reputation by creating strategic, lasting relationships with internal and external stakeholders and clients. Proven track record of consistently ensuring company’s integrity while securing strategic media placement. Skilled at tailoring messaging and leveraging the strengths of delivery channels, including digital, social, video and events. Willing to relocate and travel.

**Key Competencies & Skills**

CONTENT CREATION • VISUAL DESIGN • CHANNEL MANAGEMENT • STRATEGIC MESSAGING AND EXECUTIVE COMMUNICATIONS • PROJECT MANAGEMENT • METRIC ASSESSMENTS AND PROCESS IMPROVEMENTS • TRAINING • PROBLEM SOLVING • CUSTOMER SERVICE • SUPERVISING • REPORTING • COMMUNICATIONS • VENDOR MANAGEMENT • TEAMWORK • COLLABORATION • MS OFFICE • VIDEO EDITING • GOOGLE ANALYTICS • POPPULO • SHAREPOINT • SOCIAL STUDIO • MS EXCEL• PRESENTATIONS

**Professional Experience**

**CenturyLink, Monroe, LA 05/2017 – 06/2020**

**Specialist – Communications strategy/Metrics/Vendor Management (08/2019 – 06/2020):** With a goal to simplify and amplify reputational and corporate positioning, work as part of innovative and specialized Corporate Communications team for Fortune 500 global technology company. Develop content, guide and design visual layout and channel strategy, leverage metrics for continual learning and enhancement.

**Key Competencies:** Problem Solving, Cross-Functional Leadership, Relationship Building, Goal Driven, Creativity

***Achieved 70% Average Open rate with total of 58.8K clicks from employees through development of all-employee communications in bi-weekly comprehensive newsletter for COVID-19***

* Directed process to drive awareness and communicate more effectively to employees
* Led crisis management information channels for a variety of short and long term issues
* Designed dynamic and clean email template formats within Poppulo
* Assembled content and worked with key stakeholders to create and edit content

**Key Competencies:** Collaboration, Innovation, Data Gathering, Problem Solving, Communication

***Created strategic and improved in-depth view of content metrics***

* Gathered metrics from various data tools such as Google Analytics, Poppulo, SharePoint and Social Studio
* Transformed metrics from data to knowledge, initiating learning to improve communications in every aspect, from choice of channel to cadence

**Specialist – Internal Communications (08/2017 – 08/2019):** Collaborated with leaders across business to create strategic communication plans and present in simple, clear, and understandable way. Wrote story, email and proceeded to gain approval until reaching final product. Pioneered all employee newsletter email. Gathered content from communications team and created simplified newsletter process for submissions.

**Key Competencies:** Adaptability, Collaboration, Creativity, Relationship Building, Versatility

***Created videos supporting operations and human resources***

* Supported client in need with necessary content to drive awareness around programs in business
* Evaluated client and provided insight and ideas to present information
* Edited clips and graphics with Camtasia and Photoshop to meet clients’ needs promptly

**Key Competencies:** Strategic Thinking, Adaptability, Creativity, Relationship Management, Content Development

***Corresponded and edited employee internal articles and sent emails to all employees and targeted groups***

* Assisted businesses needs from integration to small one-off emails and groups within organizations
* Facilitated dissemination of key information to orientate employees and shape context for their role
* Conceptualized and implemented comprehensive corporate directives

**Corporate Communications Intern (05/2017 – 07/2017):** Developed content and concepts with communications lead and other intern such as Motivation Monday or Fun Fact Friday. Improved understanding and approach to communications. Coordinated events to showcase content.

**Other Relevant Experience**

**Comfort Suites of Natchitoches**, Natchitoches, LA Front Desk Clerk **2014-2016**

**Education & Certifications**

Northwestern State University of Natchitoches, Malibu, CA

**Bachelor of Arts – English**

ULSTER UNIVERSITY

Advanced Certificate in Irish Studies – 2015