

# KATE BOLLARD

Smyrna, GA 30080 | 814.490.6368 | [katebollard8@gmail.com](mailto:katebollard8@gmail.com) | [LinkedIn Profile](#)

## COMMUNICATIONS SPECIALIST

ENTERPRISE-LEVEL SOLUTIONS – CHANGE MANAGEMENT METHODOLOGIES – STRATEGIC CLIENT ENGAGEMENTS

**Technically diverse Corporate Communications Specialist** delivering 13+ years best-in-class experience to high-growth enterprises. Unifies entrepreneurial drive, intuition, and strategic business-management skills to improve continuity, accelerate innovation, and harmonize system flow. **Visionary Contributor** and **Advisor**. Develops organic relationships with key stakeholders while building cultures of greater representation and value. Brings energy and fresh perspective to help drive multi-channel projects and meet deliverables with urgency and action. Recognized for transparency, creativity, authenticity, and outstanding interpersonal and communication strengths of all mediums.

**Focused Expertise:**

- Enterprise Communications
- Organizational Effectiveness
- Performance & Scalability
- Escalations & Troubleshooting
- Brand Strategy & Campaigns
- Customer & Client Relationships
- Project Management Lifecycle
- Promotions/Public Relations (PR)
- C-suite Relationships
- Corporate Representative
- High-Velocity Environments
- Analytical & Technical Acuity

**Functional & Technical Aptitude:**

- Writing, Editing, Content Ideation | Website Launch & Maintenance | Graphic Design | Digital Photography | Social Networking | Event Planning |
- Windows | MacOS | o365 (Word, Excel, PowerPoint, OneNote, Visio, Outlook) | SharePoint | SAP Adobe Suite (Acrobat, Photoshop, Illustrator, InDesign) | Typography | WordPress | Magento | G-Suite | Twitter, Facebook, Instagram, LinkedIn | 1stUp by SocialChorus | Shopify | Weebly | ZOOM, MS Teams | WorkFront

**Industries:**

- Transportation | Marketing | Information Technology | Products & Services | Freight Rail | Logistics

**Value-Add Contributions:** Serves as “go-to” POC & resident problem solver across all organizational levels (Executive, Internal/External Clients, Vendors & Multi-Generational Teams)

**Operational Excellence, Organization & Delivery:** Demonstrates fluency in the creation of core messaging and process improvement strategies that enhance all aspects of marketing, technology, advertising, and brand positioning

- Deploys effective **change management** while guaranteeing accuracy, uniformity, data integrity, and QA
- Meticulous **organization and planning** skills • Manages multiple workstreams with competing priorities and agendas
- Facilitates interviews, meetings, and workshops to strengthen best-practices and accumulate data for research and content creation

**Relationship Development:** Utilizes consulting and business acumen to facilitate stakeholder engagements, generate excitement, build trust, maximize productivity, **drive adoption**, and improve retention

- Requested to participate in design thinking and corporate transformation strategy sessions with leadership and beyond
- Creates a more connected world within the corporate ecosystem to influence unity and production between diverse business groups

**Marketing & Communications:** Crafts and delivers compelling content and resources across a broad span of platforms/mediums

- Creates **out-of-the-box ideas** to improve processes and facilitate adaptability for projects, presentations, and events
- Superior aptitude for writing, editing, translating, and simplifying communications for **readability, aesthetics, and interpretation**
- Converts conceptual ideas into **visual languages** through digital content, promotional materials, articles, newsletters, presentations, and web/interactive/social media • Develops and maintains rigorous brand standards and copy guidelines
- Develops **websites** and generation of written and visual (photo, graphic) site content • Focuses efforts on increasing app visits, membership, and engagement • Experience managing web developers, department activities, and business partner collaboration

## PROFESSIONAL EXPERIENCE

NORFOLK SOUTHERN CORPORATION | Atlanta, GA

07. 2015 – 12. 2020

**Corporate Communications Specialist** | 05. 2019 – 12. 2020

Implemented and managed corporate communication, marketing, and engagement strategies for the leading national transportation company with **11 billion** in revenue • Served as a conduit to facilitate content delivery across the stakeholder and corporate spectrum

- Simultaneously managed diverse projects of varying scope/size • Leveraged sophisticated systems, resources, and tools for effective prioritization/work delivery (*tracking, reporting, KPI's*)
- Delivered guidance and improvement solutions designed to strengthen transparency and synergy from the front line to C-level
- Facilitated meetings and information sessions with department heads to educate, advise, and prescribe action items
- Authored written content (*articles, speech points, copy, scripts*); edited copy; presented creative recommendations on visuals/media
  - Curated industry articles and distributions of daily corporate newsletter
  - Administrated and populated content in the corporate COVID-19 **SharePoint** environment
- **Core Contributing Project Team Member** ~ Implemented FORGE (communications app on Social Chorus platform) • Facilitated peer-to-peer training on functionality, usage, and value of the application • Created app content (people stories, industry updates, employee engagement highlights)

**Organizational Change Management Analyst | 09. 2017 – 05. 2019**

Drove corporate directives to improve operational performance and meet business goals • Focused efforts on workflow and production to improve User Acceptance (**UA**) for system enhancements and projects implemented by IT SAP Center of Excellence (**COE**)

- Delivered instruction and education on the value of **OCM** • Presented recommendations to improve internal practices
- Served as department administrator for internal SharePoint site
- Created learning opportunities with leadership specific to in-flight projects and practice areas
- Participated in design thinking sessions for large-scale projects and initiatives
- Influential in the facilitation and implementation of programs, practices, and processes designed to boost employee morale, propel retention, and influence partnerships between organization and community
  - Developed and coordinated department **Rewards and Recognition** events
  - Corporate Representative ~ Served on SAP RailSIG leadership committee for America's SAP User Group (**ASUG**)
  - Served as **Communications Chair** (Atlanta Chapter) ~ Association of Change Management Professionals (**ACMP**)

**Change and Release Manager | 07. 2015 – 09. 2017**

Delivered ownership and seamless execution of technical changes and system release service management (planning, change coordination, process refinement, reporting, outage management, user acceptance testing (**UAT**), operational impact, release, deployment) • Delivered maximum benefit to business and stakeholders, maintaining appropriate controls and quality standards for continuous improvement (**CI**)

- **Developed technical knowledge and expertise:**

SAP Solution Manager – Change Request Management (**ChaRM**) • Managed performance of change activities (design, testing, final promotion, production system); streamlined release management process

- HPSM Ticket Management, Landscape Management, Production and Non-Production Outage Notifications
- ChaRM and HPSM
- Facilitated release meetings • Partnered with cross-functional teams to prioritize and scope scheduled releases for individual phases
- Managed **E2E** release process (planning, deployment, production) • Created/managed RFCs (review, approval, scheduling, closure)
- Developed release communications; established release plans • Employed trend reporting analysis and metrics management
- Produced newsletters for division-wide circulation
- Ran weekly Change Control Board (**CCB**) meetings to review change requests, content, and determine request validity
- Facilitated AMS training and meetings on – ChaRM and HPSM

**ROBERTSON MARKETING GROUP | Salem, VA**

03. 2013 – 05. 2015

**Client Operations/Project Coordinator**

Optimized efficiency of project delivery to improve marketing performance, drive engagement and create positive brand experiences for major client accounts • Managed new site project launches from inception to closure

- Launched and maintained **Fortune 500** e-Commerce and reward & recognition sites
- Facilitated departmental and interdepartmental communications and system coordination
- Ran point on numerous client meetings and internal/blended project meetings

**PAYROLL MANAGEMENT INC. (PMI) | Roanoke, VA**

05. 2012 – 02. 2013

**Marketing Manager**

Conceptualized and executed marketing strategies to increase awareness, profitability, and positioning • Collaborated with President and Vice President to define creative direction, review, and analyze performance

- Focused energies on the success and growth of prospective and existing customers (sales, business development, networking)
- Researched target audiences; leveraged data to segment audiences by interests/demographics to develop compelling messaging

**~ EARLIER CAREER EXPERIENCE ~****ERIE INSURANCE GROUP | Erie, PA - Roanoke, VA | IT Release Manager (Contractor)**

11. 2009 – 04. 2012

**Release Management Administrator & CMS Release Manager (Contractor)**

11. 2007 – 01. 2009

Managed nine mainframe and open system releases from E2E • Maintained Release Management SharePoint site • Aided in the development and implementation of new, streamlined **ITIL** processes/documentation Implemented Claims Management System (**CMS**) Monthly Releases in collaboration with Production Support and Project teams

**ERIE BREWED | Erie, PA | Co-Founder and Marketing Director**

11. 2008 – 11. 2010

Drove grassroots marketing and start-up efforts • Developed/created messaging content for niche audiences (local brewers, distributors, business owners) • Negotiated advertising and promotional partnerships • Built/maintained company webpage

**EDUCATION & TRAINING**

**DENISON UNIVERSITY** • BACHELOR OF ARTS ~ *Communications* (May 2004)

**PENNSYLVANIA STATE UNIVERSITY** • *Masters Level Business Administration Courses*

**VIRGINIA WESTERN COMMUNITY COLLEGE** • *Communication Design Courses*