



**SP**

# SHAY PATTERSON

**EMPLOYEE EXPERIENCE | COMMUNICATION & ENGAGEMENT |  
SHAYLYNNE11@GMAIL.COM | 865-566-4725**

## OBJECTIVE

Experienced Digital Communications Specialist that develops a cohesive digital strategy, to engage target audiences with compelling storytelling on websites, social media platforms, and digital newsletters.

## EDUCATION

**B.S. COMMUNICATIONS • 2013  
UNIVERSITY OF TENNESSEE**

## ACHIEVEMENTS

Received a "Spot Award" for restructuring the Inclusion Council and planning the Inclusion Council Kickoff event.

Led efforts for our CEO to join CEO Action for Diversity & Inclusion coalition, the first railroad to make this pledge.

## EXPERIENCE

### **EMPLOYEE EXPERIENCE SPECIALIST • NORFOLK SOUTHERN CORP AUGUST 2017 – PRESENT**

Creative communication professional with 8 years of experience at a Fortune 300 company. Innovative thinker who excels in developing tactical and strategic communications plans that meet organizational goals while partnering with business leaders. Proven track record of fostering digital engagement while managing complex issues creatively and to exacting standards.

- Leader in the development, strategy, and execution of successful digital communication plans, events, and promotions that contribute to the goals and success of Norfolk Southern.
- Implementation of employee engagement surveys, identify trends, create presentations, and provide recommended actions for improvement for senior leaders.
- Creates engaging stories and visuals for Norfolk Southern's Project Fusion website that help drive alignment with corporate priorities. Monitors website traffic using Google Analytics to ensure a comprehensive digital strategy across platforms.
- Content creator for the Forge digital communication platform with a reach of 25,000 employees. Manages HR channels that target specific employee personas with curated content to foster employee engagement and track data analytics for successful campaigns.
- Redesigned and created all content for Norfolk Southern's Inclusion & Diversity web pages that feature the inclusion statement from the CEO, Inclusion Council and Employee Resource Group pages, and large cultural events.
- Created Norfolk Southern's Inclusion intranet site which features the Inclusion Council and Employee Resource Groups pages. This site includes updates on current inclusion initiatives, cultural events, and additional resources for employees.
- Designed and maintained a two-year Inclusion Campaign for a base of 25,000 employees to foster engagement and inclusion. This included written articles and graphics that were distributed through mass email, company tv broadcast system, intranet, and social media.



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Created NS's first MLK Day of Service Campaign.

Developed Norfolk Southern Corp's first promotion to support Pride month and LGBTQ career fair.

Created NS's first "Inclusion – pushing diversity boundaries" campaign.

## SKILLS

- Communications Management
  - Employee Engagement
  - Strategic Planning
  - Public Relations
  - Content Creation
  - Social Media
  - Campaign Implementation
  - Story Creation
  - Team Leadership
  - Relationship Building
  - Project Management
  - Coaching & Training
  - Time Management
  - Organizational Skills
  - Problem-Solving
  - Microsoft 365
  - Adobe Suite
  - Web & Graphic Design
- Spearheaded the MLK Day of Service Campaign, including coordinating volunteers for six locations and creating promotional materials for distribution across all communication channels and social media.
  - Provides leadership and guidance to the Inclusion Council and Employee Resource Groups. Approve and maintain budgets of \$58,000, create policies and procedures, and ensure initiatives are in alignment with company goals.
  - Implements engagement pulse surveys to identify trends in the employee lifecycle, presents analysis to senior leaders, and provides recommended actions for improvement.
  - Develops engagement plans for senior leaders that improve communication, engagement, inclusion, culture, and the overall employee experience.
  - Manages large Norfolk Southern events for up to 10,000 employees. These events include Diwali, Lunar New Year, EID, Inclusion Council Kickoff, and Inclusion Fair. Maintains budget and creates event promotions to ensure distribution across all communication channels.

### ASST MGR INTERMODAL PERFORMANCE • NORFOLK SOUTHERN CORP JULY 2016 – AUGUST 2017

Responsible for premium intermodal accounts. This includes collaborating with transportation and intermodal ramps to proactively provide customer updates, customized reports, and streamline service to profitably grow the Intermodal business.

- Performed analysis of shipment service lanes to find areas of opportunity where improvements can be made to increase efficiency of shipment delivery.
- Created crisis communication plans that provided updates on derailments for the Intermodal department and all customers.



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## **VOLUNTEER WORK**

- The Union Mission
- Just for Kids
- Salvation Army
- Meals on Wheels
- Food Bank of Southeast VA
- United Way of South Hampton Roads
- Citizens Climate Change
- Greenpeace
- International Coastal Cleanup
- Chesapeake Bay Foundation

## **REFERENCES & WORK SAMPLES**

Available on request.

- Assisted customers with all aspects of their shipment delivery. This included way billing, customized reports, resolution of service problems, and proactive service recovery efforts if needed to ensure shipment delivery.

### **ECOMMERCE SUPERVISOR • NORFOLK SOUTHERN CORP DECEMBER 2013 – JULY 2016**

My role in Ecommerce utilized my customer service and problem-solving skills to assist our customers with the AccessNS portal.

- Developed expertise in all applications of the AccessNS portal such as Intermodal Apps, Bill of Lading, Intermodal Dray Apps, Quik Functions, and Customer Reporting Wizard.
- Provided customers with problem resolution, assisted with billing, reset passwords, and created user ID's.
- Managed special projects, such as updating our phone system, to analyze department processes and develop innovative solutions to improve productivity.

### **CUSTOMER SERVICE SUPERVISOR • NORFOLK SOUTHERN CORP JUNE 2012 – NOVEMBER 2013**

Demonstrated excellent relationship building, work ethic, and customer service skills in this role. Developed the reputation for being a creative problem solver that ensured conflict resolution.

- Responsible for professionally addressing Industrial Products customer service issues while proactively tracing shipments to ensure there are no service delays.
- Monitored any issues with railcar repairs, changes in billing, lost shipments, or other problem resolution for industrial products.
- Built strong customer relationships by going above and beyond expectations to provide the best experience for the customer.