Suzanne K. Dawe

CORPORATE COMMUNICATIONS LEADER · STORYTELLER · TRUSTED ADVISER · GRAMMAR NERD

By The Numbers

25 Years of internal and external communications experience in highly complex organizations

3 New communications departments created from the ground up

15 Years of experience as an executive ghost writer

18 Years spent working for or managing agencies

6 PR industry awards won

Strengths

Collaborative	Empathetic
Creative	Focused
Efficient	Authentic
Fast learner	Flexible
Critical thinker	Curious

Top Skills

Communications strategy

Message development

Writing and editing

Simplifying complex content

Program evaluation

Relationship building and mentoring

Find Me

www.suzannedawe.com

720.217.5476

suzanne@suzannedawe.com

Professional Experience

LUMEN TECHNOLOGIES | BLACK LOTUS LABS

Senior Lead Communications Manager | June 2021 – Present

Senior Contractor | March 2020 – June 2021

- Oversaw proactive and reactive PR for Lumen's security product teams, the threat intelligence team (Black Lotus Labs), and the Unified Communications and Collaboration (UC&C) team.
- Edited threat research blogs and reports (e.g., the quarterly DDoS report) for clarity, tone, grammar, punctuation, syntax and AP Style.
- Secure thought leadership opportunities and conduct media training for product leaders and threat researchers; write internal messages and talking points for product and threat research announcements.
- Collaborate with internal colleagues in product, marketing, legal and others, and with external counterparts at partner companies including Microsoft, Zoom, Cisco, VMware, Fortinet and ThreatX.

SELF EMPLOYED

Communications Consultant | 2013 – 2020

As a consultant for a variety of clients, I achieved success by adapting and applying my skills to meet my clients' specific needs. Examples include:

- *Marriott International* (2019) – developed a comprehensive training program for call center associates.
- *DataSource Consulting* (2016 – 2020) – wrote numerous white papers and marketing collateral.
- *University of Colorado* (2018) – served as lead editor of a book about the history of the architecture on the Boulder campus.
- *League of Conservation Voters* (2018) – served as field organizer for the winner of the Colorado gubernatorial election.
- *EmpowerLaw Denver* (2017) - developed the firm's brand, messaging and wrote and designed its website.

COALFIRE SYSTEMS

Senior Manager, Internal Communications | 2015 - 2016

- Conducted research to determine employees' communication needs and preferences; used the data to create the company's first communications department.
- Proposed and deployed a cascading communications strategy that managers rated 3.0 out of 3.0 for effectiveness.
- Researched, proposed and implemented new communications channels, including a tool that reduced the volume of emails and measured engagement by pushing targeted messages.
- Collaborated with senior leaders to produce all-employee messages
- Developed a comprehensive new-employee orientation program.
- Led the company's marketing communications efforts with a budget of $300K; supervised team, contractors and agencies.

Education

MASTER OF SCIENCE
Communication Mgmt.
Colorado State University

BACHELOR OF ARTS
Journalism
Colorado State University

CERTIFICATION
Media Training
The Aronson Partnership

Need More?

REFERENCES
Written references are available on my website. Contact information provided upon request.

PORTFOLIO
View my sample portfolio online

Fun Facts

- My favorite book is the Thesaurus.
- I've been a Denver Broncos season ticket holder for almost 25 years.
- Some of my favorite activities include: skiing, SCUBA diving, riding roller coasters and attending live comedy shows.
- I share my birthday with Abraham Lincoln (different years, though.)

Additional Experience

PROBUILD HOLDINGS
Employee Communications Manager | 2009 – 2013

- Researched employees' communication needs and used the data to create the company's first employee comms strategy.
- Successfully engaged 10,000 employees in an environment where 50% did not use email and 30% spoke Spanish.
- Proposed and implemented a CEO roundtable series, regular all-hands meetings, and manager summits that helped elevate the CEO's approval rating by 10%.
- Designed and implemented a cascading strategy that 93% of managers deemed both useful and effective.

CH2M HILL (now Jacobs Engineering)
Employee Communications Manager | 2002 – 2008

- Served as ghost writer for the CEO and other executives.
- Led HR communications, including open enrollment; exceeded the goal for enrollment in the first high-deductible health plan by 27%.
- Led the investor communications program, which informed 25,000 employees about CH2M's internal stock market and ownership culture.
- Managed M&A communications and successfully integrated the disenfranchised employees of a bankrupt competitor.

RHYTHMS NETCONNECTIONS
Employee Communications Manager | 2000 - 2002

- Conducted research and designed a strategic plan that reached 2,500 employees in 10 states.
- Used employee feedback to develop and implement new communication tools and processes.
- Managed internal crisis response after a violent crime occurred on-site.