Suzanne Dawe

COMMUNICATIONS EXPERT • TRUSTED ADVISER • GRAMMAR NERD

WHY HIRE ME?

Through a mastery of the art and science of communications, I help organizations understand their audiences' needs so they can deliver the right messages at the right time, using the right media. My work has been proven to raise awareness, influence opinions and change behaviors.

THE NUMBERS

- **20** Years of progressive communications experience
- **8** Major media events and internal crises managed
- **4** Years of supervisory experience
- **13** Years spent counseling and ghost-writing for executives
- **3** Internal communications departments created
- **6** Industry awards won for communications research, strategy and tactics

STRENGTHS

Strong Leader	Humanist	Efficient
Collaborative	Creative	Self-Aware
Client-Focused	Outgoing	Passionate

TOP SKILLS

- Writing | Editing (AP & Chicago)
- Strategy Development
- Ghost Writing
- Presentations
- Interviewing & Storytelling
- Issues & Crisis Mgmt.
- Project Management
- Research & Data Analysis
- Events
- Social Media

FIND ME

www.suzannedawe.com

720.217.5476

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PROFESSIONAL EXPERIENCE

Self-Employed | Denver

Communications Consultant | Oct. 2009 - present

- Developed content for and edited a major change-management document distributed to IBM employees worldwide.
- Pitched a charity event to the local ABC affiliate; coordinated coverage including a pre-event package and live remote from the event. Efforts resulted in more than double the planned attendance and funds raised.
- Wrote a suite of sales sheets, website copy, the corporate sustainability brochure and code of conduct for a building-products supplier.
- Help research, write and edit the Regis University *Highlander* newspaper and commemorative magazine.
- Serve as a professional adviser to and guest lecturer for the journalism department at Colorado State University.

Coalfire Systems | Westminster, CO.

Senior Communications Mgr. | Sept. 2015 – Sept. 2016

EXTERNAL AUDIENCES

- Partnered with executives to write scripts, blogs and presentations that positioned them as thought leaders.
- Led a rebranding project that produced a new logo, color scheme and messaging targeting six buyer personas.
- Managed a media relations function that created one press release per week and generated 8 – 10 media hits per month; prepped SMEs for interviews with the *Wall Street Journal, New York Times, Forbes* and others.
- Wrote key messages for and served as spokesperson during a politically charged event that generated 120 national media mentions; successfully positioned company as a politically neutral video-forensics expert.

INTERNAL AUDIENCES

- Conducted research and used the data to develop a plan to engage 350 employees using email, FAQs, talking points, webcasts and newsletters.
- Developed a cascading strategy that scored 3.0 out of 3.0 for effectiveness.
- Informed, motivated and aligned employees around corporate priorities by writing messages related to vision, strategy, and HR and change programs.
- Helped develop and implement a robust and comprehensive new-employee orientation program and onboarding process.
- Rebranded the disesteemed IT department, and created and delivered a presentation about the value of internal, external and personal brands.

ProBuild Holdings, Inc. | Denver

Employee Communications Mgr. | Aug. 2011 – Oct. 2013

Marketing Writer (Contract) | June 2009 – Nov. 2009

- Created and distributed content designed to engage 10,000 employees in 35 states using tools such as emails, FAQs, talking points, the intranet, all-hands meetings, manager summits, roundtables and newsletters.
- Managed all communications from the executive team and HR department.
- Managed a town hall series that successfully elevated the CEO's credibility.
- Proposed and implemented a popular peer-to-peer recognition program that the CEO publicly acknowledged for creativity
- Created a cascading communications process that was deemed both useful and effective by 93% of managers.

MY WORD CLOUD



EDUCATION

Master of Science
Communication Management
Colorado State University

Bachelor of Arts
Journalism (PR Emphasis)
Colorado State University

Certification
Media/Presentation Training
The Aronson Partnership

GIVING BACK

Colorado State University
Professional adviser and guest lecturer for the journalism department
(1998 – present)

Alzheimer's Association
Conducted media relations efforts that drove attendance at annual events and helped raise more than $1 million.
(1998 – 2006)

UPON REQUEST

Numerous references who can attest to the quality of my work, my passion for my craft, and my continuous pursuit of excellence.

A full portfolio presentation (See a sample at www.suzannedawe.com!)

PROFESSIONAL EXPERIENCE

TeleTech Holdings | Englewood, CO.

Global Employee Communications Mgr. | 2009 – 2011

- Developed and distributed HR-related content to 45,000 employees in 14 countries using email, talking points, newsletters, intranet, FAQs, cascading messages and all-hands meetings.
- Managed the successful branding and launch of a health and wellness program that helped save $100,000 in its first year.
- Planned and executed wellness events averaging 75% participation.

MWH Global | Broomfield, CO.

Senior Marketing Communications Specialist | 2009

Marketing Communications Specialist | 2008

- Worked closely with subject matter experts to understand and translate highly technical content.
- Wrote and distributed press releases, sales sheets, brochures, web content, feature stories, newsletters and the annual report.
- Successfully pitched top-tier media including *Business Week*, CNBC, and numerous local outlets and trade publications.

CH2M HILL | Englewood, CO

Employee Communications Director (Interim) | 2006

Employee/Investor Communications Mgr. | 2002 - 2008

- Promoted to interim director and supervisor of four while the incumbent director was on a nine-month assignment.
- Managed CH2M HILL's award-winning investor communications program, which informed 25,000 employee-owners about the company's internal stock market and ownership culture.
- Led the research, development and delivery of the "Employee Ownership Roadshow" presentation.
- Wrote executive messages, including financial reports from the CEO and business updates from group presidents.
- Collaborated with technical experts to write internal and external content.
- Led the development and distribution of all HR-related content.
- Appointed as managing editor of the company's most visible marketing piece – an annual report distributed to 30,000 clients.

Rhythms NetConnections | Englewood, CO.

Employee Communications Manager | 2001 -2002

Six Sigma Communications Specialist | 2000 -2001

- Promoted to manager to create the employee communications function.
- Exceeded all communications objectives by conducting quantitative and qualitative research, and using the data to create an award-winning communications plan that engaged 2,400 employees in 35 states.
- Managed communications during several major crises including a violent crime that occurred on-site, layoffs and bankruptcies.

JohnstonWells Public Relations | Denver

Associate | 1997 - 1999

- Developed media materials, managed live remotes, and coordinated press tours for the opening of NikeTown and the Colorado Women's Open.
- Managed the full production of an award-winning, 16-page newsletter distributed to 2,300 employees in seven states.
- Conducted award-winning labor-relations research for US WEST.