

EXPERIENCE

PAPA JOHN'S INTERNATIONAL, Louisville, KY**2020-Present****Senior Manager, Corporate Communications (2020-Present)**

- Responsible for the creation and implementation of strategic communication programs and campaigns that support the company's vision, initiatives, and priorities and drive positive brand sentiments.
- Collaborate with key stakeholders including Operations and Human Resources to create content strategies that engage, inform and inspire franchisees and team members, with a focus on those in the restaurants.
- Manage successful end-to-end execution of first fully virtual annual franchisee and operators conference with more than 1,000 attendees and a budget of nearly \$350,000.
- Build and maintain relationships with franchisees, above-store leaders, and restaurant leaders.
- Develop and implement communications best practices, including recommending and creating new channels and messaging for effectively reaching key audiences in a way that's most relevant for each specific group.
- Define measurable goals and use data analytics to refine existing channels/tactics and drive communication improvements.
- Reinforce and enhance the company's culture and value through clear, concise, consistent communications while ensuring efforts align with and support business goals.

WELLCARE HEALTH PLANS, INC., Tampa, FL**2018-2020****Director, Medicaid & Medicare Internal Communications (2018-2020)**

- Plan, develop, and implement internal communications strategies for Medicare and Medicaid lines of business.
- Partner with members of executive leadership team and other key cross-functional business leaders to create a variety of content including all-associate communications, presentations for board of directors meetings, and other events.
- Develop messaging strategies and campaigns that connect with associates in a way that's engaging (using a variety of tactics including digital/video and traditional methods like email and intranet), increases awareness around company priorities, and provides transparency around key initiatives. Conduct ongoing evaluations to assess performance and make refinements as needed.
- Maximize opportunities for executives to deliver messages to both internal and external audiences across various mediums.
- Build strong cross-functional relationships with internal departments to implement business strategies. Serve as a critical resource to support, manage, and drive strategic projects and initiatives.
- Interact closely with business leaders to carry out key projects and work directly with other senior leaders to make recommendations and drive successful completion of tactical and strategic decisions.

HUMANA INC., Louisville, KY**2011-2018****Strategic Consultant, Guidance Centers (2017-2018)**

- Developed overarching strategy and supported execution for health and wellness programs in Humana's Guidance Centers, which serve seniors in 60+ retail locations nationwide in alignment with the company's health engagement and Medicare business strategies.
- Managed creation of unique, best-in-class content for national and local programs.
- Supported local market teams with tools, resources, and training to develop local programs that drive visitation to retail locations, align with market consumer and business goals, and enable teams to execute flawlessly. Provided oversight and guidance on local programs to ensure quality, compliance, and alignment with strategy.
- Collaborated with marketing on strategy and execution to drive program participation.
- Analyzed program outcomes to inform future planning and reported to senior leadership.

Program Manager, Retail Segment (2014-2017)

- Served as a trusted strategic connector across the Retail Segment, integrating and aligning the Retail story with the Humana strategy in partnership with key stakeholders.
- Implemented comprehensive communication strategies for each Retail business unit including end-to-end production of all-associate meetings, organization announcements, newsletters, and SharePoint sites to cascade information.
- Managed team and segment-wide calendars for strategic utilization.
- Introduced new technologies such as video and mobile capabilities to increase associate engagement.
- Assisted with event planning for annual Medicare strategy meeting with 250+ attendees.

Communications Consultant, Retail Segment (2013-2014)

- Developed robust communication plans to educate internal audiences about Medicare, Medicaid, and Duals businesses.
- Created segment-wide newsletter and SharePoint site with audience of 14,000+ associates.

Communications Consultant, Workplace Solutions (2012-2013)

- Led communications strategy for company-wide flexible work initiative.
- Provided consultation and support to business partners and leaders in communications work including key messages and materials for announcements, meetings, and other channels.

Communications Analyst, Associate Communications (2011-2012)

- Developed and implemented communications plans to inform and engage audience of 40,000+ associates.
- Created bi-weekly email to effectively communicate with all leaders with direct reports, providing information on the company's strategy, key management initiatives, and other business updates.
- Provided counsel and expertise to business partners and leaders in communications work including key messages and materials for announcements, meetings, and other channels.

ZALE CORPORATION, Irving, TX

2010-2011

Communications Specialist

- Worked with Store Operations, Marketing, Merchandising, Human Resources, and other business areas to develop timely and effective communications related to the successful execution of store projects and promotions.
- Managed content for corporate newsletter, corporate intranet, and brand intranet sites for field employees.
- Ensured compliance on communication format, process, workflow, and timeline.

KENTUCKY HUMANE SOCIETY, Louisville, KY

2009-2010

Public Relations and Marketing Manager (2010), Public Relations and Marketing Coordinator (2009)

- Served as primary spokesperson for the Kentucky Humane Society (KHS).
- Served as Executive Editor for quarterly magazine, monthly e-newsletter, annual report, and marketing materials.
- Maintained dynamic content for www.kyhumane.org and social media accounts.
- Managed departmental budget of more than \$250,000 to facilitate advertising, ad production, and media buys.
- Led production of 2010 Pet Calendar project, which exceeded revenue target by 53% and was 44% under budget.

YUM! BRANDS, INC., Louisville, KY

2006-2008

Strategic Communications Coordinator, Kentucky Fried Chicken

- Designed, wrote, and distributed internal communications to field operators, franchisees, and Restaurant Support Center employees.
- Managed cross-functional team to verify accurate and appropriate information was sent to restaurant teams.
- Collaborated with QA and Operations to craft and distribute clear, concise, action-oriented crisis communications to restaurants.
- Managed restaurant-level website using IBM Web Content Management Systems.
- Assisted in development of social media strategy to establish direct communication with restaurant employees.

THE VOICE-TRIBUNE, Louisville, KY

2003-2006

Lead Graphic Production Artist and Staff Writer

BOWTIE, INC., Irvine, CA

2005

Editorial Assistant, *Bird Talk*

KENTUCKY DERBY FESTIVAL, Louisville, KY

2005

Communications Intern

EDUCATION

Northwestern University, Evanston, IL

Master of Science in Communication, **2009**

University of Louisville, Louisville, KY

Bachelor of Arts in Communication, **2005**

King's College, London, England

Journalism study abroad, **2004**

References available upon request.