

# Tina L. Burton

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## RELEVANT SKILLS / COMPETENCIES

	good	perfect	good	perfect
Internal communication	✓ ✓ ✓ ✓		Project management	✓ ✓ ✓
Corporate storytelling	✓ ✓ ✓ ✓		Leadership coaching	✓ ✓
Content management	✓ ✓ ✓ ✓		Crisis communication	✓ ✓ ✓
Communication strategy	✓ ✓ ✓ ✓		Vendor management	✓ ✓ ✓

## EXPERIENCE

### Wells Fargo, Charlotte, NC

MAY 2018 - PRESENT

#### *Communications Consultant - Wholesale Operations*

- Support the company's Wholesale Transformation program, including both the Wholesale Flood Disaster Protection Act and LIBOR Transition initiatives, with communications planning, strategy, and execution.
- Manage communication touch points and provide consulting support for change communications.
- Assist project teams with migration, updates, archiving, and inventory of internal operating procedures, resource guides, job aids, and transaction forms.
- Manage loan booking and disbursement authorization repository for more than 250 Wholesale commercial banking offices, including screening requests for authorizations and overseeing annual audits of all authorizations.

### Allstate, Charlotte, NC

MAY 2019 - AUGUST 2019

#### *Senior Communications Consultant*

- Plan, create, and govern strategic communication — including communication process and procedure, philosophy, and channels — for Allstate Technology and Strategic Venture's Enterprise Testing and Release Management (Flight) team.
- Provide guidance, support, and communication coaching to the Flight senior leadership team, and assist with messaging to employees, internal clients and partners, and other executives and stakeholders.
- Produce all key messaging and visual content for the employee values program in partnership with the Organizational Development Consultant.

## **Bank of America Merchant Services, Charlotte, NC**

AUGUST 2016 - MAY 2018

### *Content and Internal Communications Manager*

- Launched first-ever internal communications content strategy. This included a new editorial content tracking calendar, yearly campaign/series development, channel development and stimulation, and partnership and alignment with business leaders on internal change management content.
- Write internal news, produce video shorts, and design graphics for publication on intranet. Produce and publish weekly internal e-newsletter to increased opens of about 50% year-over-year.
- Lead editorial development and direction of white papers focused on payment/financial technology industry trends and client solutions.
- Produce internal town halls for the CEO and CMO. Manage budget of approximately \$90,000 for all webcast events. Moderator for most webcasts.
- Consult with leaders on speeches, talking points, and general internal communications style and messaging.

## **Sealed Air Corporation, Charlotte, NC**

APRIL 2016 - AUGUST 2016

### *Communications Consultant*

- Design and execute quarterly campaign strategy for Global Food Care communications as part of the 2016 strategy.
- Manage the editorial calendar, and in partnership with regional marketing communications leaders, align social media and news outputs with marketing campaigns and yearly strategy.
- Lead writer for Food Care division page on intranet, and co-writer and editor of all external Food Care communications including press releases, case studies, blogs, and sustainability reports.

## **ARYZTA Americas, Los Angeles, CA**

SEPTEMBER 2014 - MARCH 2016

### *Strategic Communications Manager*

- Produce change management communications for the North America organization with a focus on employee messaging and producing resources that support, inform, and engage employees.
- Strategic partner to the Total Rewards team to help drive employee participation in annual open enrollment and benefits programs.
- Produce internal news stories for the intranet. Serve as speechwriter, subject-matter expert, intranet and Sharepoint content manager, and on-call crisis communications support to executive and field leaders.

**News Corp, New York, NY**

FEBRUARY 2014 - AUGUST 2014

*Internal Communications Leader and Brand Content Consultant*

- Project manager for the rebrand of the corporate Intranet, and launch and design of new global employee news portal. Chief web designer and content creator for the 2014 Corporate Citizenship initiative.
- Coordinate and deliver all organizational change communications to employees at headquarters, and partner with global communications leaders from other business units to deliver company-wide change management messaging to all employees.

**Ascena Retail Group, Mahwah, NJ**

AUGUST 2013 - JANUARY 2014

*Intranet Consultant*

Lead communications for the Ascena Shared Services Intranet. Partner with stakeholders in the IT, HR, and Finance departments to plan employee communications. Support HR leaders with delivery strategy, creating Town Hall presentations, and overall messaging clarity.

**News Link, Lincoln, NE**

SEPTEMBER 2012 - JULY 2013

*Corporate Journalist/Consultant*

- Project manager and content creator for 10 employee news periodicals for four companies in the food production and railroad industries.
- Build relationships with employees on all levels of each company to ensure balanced coverage, and plan editorial calendars around events.
- Frequent travel throughout the United States. (about 50%).

**Self-Employed, Los Angeles, CA**

OCTOBER 2009 - SEPTEMBER 2012

*Freelance Consultant*

As a content writer, graphic designer, and communications strategist, produced content for various small, mid-size, and enterprise organizations such as NAACP of Los Angeles (2009-2010), the Arizona Farm Bureau (2010), and MadameNoire.com (2011).

**EDUCATION****Howard University, Washington, D.C. - B.A., Print / Online Journalism**

GRADUATED: MAY 2009

Internships: Platts, a McGraw-Hill Financial division

Relevant Coursework and Training: Bloomberg Business Reporting Semester, 2008; Microsoft Business Technology Summer Fellowship, 2009; Dow Jones Business Journalism Training Week, 2009.