

COMMUNICATIONS SPECIALIST

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Performance-driven and proactive professional with 4+ years of valuable experience in public relations, internal communication, community outreach, program management, and media operations. Skilled in leading team members to successfully use constructive communication and problem resolution techniques. Expert at maintaining strategic communication plans and implementing community outreach programs.

PROFESSIONAL EXPERIENCE

Communications Specialist
BASF CORPORATION, Houston, TX
August 2020–Present

- Support managers by creating talking points, briefing documents, positioning papers, press releases, and special reports to keep staff and clients abreast of issues
- Use weekly publications to disseminate interdepartmental information and maintain high employee morale
- Serve as social media coordinator by developing original content and suggesting creative ways for promoting the brand, attracting an average of 10 new customers daily
- Augment engagement and stimulate user experience by overseeing the company's online presence and interactive solutions, including 4 websites and 3 social media accounts

Communications Specialist
W. L. GORE & ASSOCIATES, Phoenix, AZ
August 2018–July 2020

- Helped devise communications strategies to drive awareness and behavior while positioning the organization as an industry leader
- Supported efforts to secure a 55% market share by partnering with regional stakeholders to integrate customer insights and increase the company's visibility
- Delivered compelling content responsible for high impact on business, demonstrating the ability to translate low investment to high brand engagement valued at \$3M in revenue
- Removed associate training obstacles and fulfilled customer needs with new virtual service programs, including device simulation, education platforms, and remote case support

EDUCATION

LIBERTY UNIVERSITY, Lynchburg, VA
July 2018
Bachelor of Science in Communications (GPA: 3.8/4.0)

ADDITIONAL SKILLS

Proficient in MS Office (Word, Excel, PowerPoint, Outlook)
Excellent social media management skills (Twitter, Instagram, TikTok)