

Michelle D. Pezley

Communicator • Leader • Strategist

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SUMMARY

Dedicated & experienced communicator with proven success in building a corporate communications department, developing an internal communications program, enhancing a struggling marketing program, & presenting complex engineering information in straight forward online training documents. Seeking an opportunity to combine my experiences & return to the field that I enjoy – communications.

SKILLS

- **Communications:** Public speaking; Technical presentations; Volunteer recruiting & training; Facilitating group discussions; & Print pieces including brochures, infographics, advertising, press releases, newsletters, & articles
- **Technical:** Canva; Google Suite; Leading virtual meetings & trainings through Zoom & Go To Meetings; MailChimp; Yammer; Trello; Basic video editing; Microsoft Office (Word, Excel, PowerPoint, Publisher, Outlook, & Teams); SharePoint; SurveyPlanet; & Skype
- **Business:** Creating & executing communication, marketing, & business plans; Recruiting, training, & supervising employees & volunteers; Developing & leading a department; Organizing, leading, & running events; Balancing department budgets; Project management; Strong organizational skills; & Creative, analytical problem-solving abilities

EXPERIENCE

DISTek Integration, Inc., Cedar Falls, IA • 2019-present

Curriculum Developer

- Design technical trainings for customers (40+ in 18 months), mainly online trainings
- Research & compose blog pieces & employee newsletter articles
- Implement DISTek U employee training courses & DISTek Way employee recognition program
- Improve employee understanding, ownership, & engagement by providing advice, coaching, & support for CEO & leadership team regarding development & execution of communications
- Build effective relationships & develop cross-group collaboration while working remotely

Full-time Homemaker & Community Volunteer, Cedar Falls, IA • 2002-present

AWANA at Trinity Bible Church • 2009-present

- 2019 – Acting Commander
 - Provided overall leadership for the program (average 120+ kids each week)
 - Supervised 60+ volunteers including recruiting weekly substitutes
- 2010-present – Cubbies Director
 - Supply overall leadership for the group
 - Train & coordinate volunteers including sending weekly updates
 - Produce learning environment for 3 & 4 year olds
 - Communicate regularly with parents including designing Parent Handbook
 - Lead & teach in one of the classrooms
- 2009-2010 – Floater – listened to verses in whichever classroom needed help

4-H Leader • 2008-present

- 2018-2019 & 2012-2014 – FLL Jr. Coach/Leader
- 2011-2019 – FLL Coach/Leader
- 2011-present – Cedar Falls Lucky Hawks Organizational Leader
 - Provide overall leadership for the clubs
 - Mentor, teach, & encourage youth
 - Create learning opportunities for the members
 - Organize regular meetings
 - Communicate regularly with the families primarily via e-mail
- 2008-2011 – Cedar Falls Lucky Hawks Assistant Leader

FIRST • 2017-2019

- Volunteered at events in numerous roles including judge, event organizer, & display manager

EXPERIENCE (CONT.):***Hansen Elementary School • 2010-2017***

- 2013-2017 – Assisted as requested by teacher with special projects or activities
- 2012-2013 – Helped every other week in the hallway for a 2nd grade class (1 on 1 reinforcement)
- 2011-2012 – Guided 1st graders (1 on 1 reinforcement or testing) weekly in the hallway
- 2010-2011 – Led weekly hallway lessons with Kindergarteners (1 on 1 reinforcement or testing) & 4th graders (small group of struggling math students)

MOPS at Prairie Lakes Church • 2006-2009

- 2008-2009 – Public Relations Coordinator & Steering Committee member
 - Created & posted signage around town promoting the group
 - Worked with staff to include MOPS information in their communications (print & online)
 - Gathered & wrote the content for a monthly newsletter (originally paper then social media)
- 2006-2008 – Chaired Craft Committee & Steering Committee member
 - Led committee with responsibility for suggesting activities, budgeting & purchasing supplies, & preparing for & leading the activities

L&H Real Estate Group • West Burlington, IA • 2002***Interim Marketing Director for Westland Mall***

- Boosted sales & increased traffic by spearheading fall & holiday promotions & events
- Generated free publicity by coordinating local media relations (writing & distributing press releases & pitching stories)
- Placed all fall & holiday advertising – primarily print, radio, brochures, table tents, & posters
- Executed & reforecasted marketing budget
- Nurtured ongoing relationships with tenants

Landau & Heyman • West Burlington, IA • 1999-2001***Marketing Director for Westland & Muscatine Malls***

- Scheduled, designed, & organized all promotional programs & events to generate traffic & increase sales
- Coordinated local media relations by writing & distributing press releases & pitching stories
- Created & placed all advertising – primarily print, radio, brochures, table tents, & posters
- Prepared & executed annual marketing plans & budgets
- Grew ongoing relationships with tenants
- Initiated & managed community relations
- Supervised marketing staff & provided on-site supervision for office staff

PrimeCo Personal Communications, L.P. • Westlake, TX • 1995-1998***Employee Communications Coordinator***

- Launched company's internal communications department, targeting 3,000 employees nationwide, & introduced company's culture
- Enhanced employee engagement by producing semimonthly company newsletter
- Authored monthly newsletter columns, e-mails, & letters under executives' signatures
- Worked closely with executives in preparing voicemail messages, videos, & speeches
- Assisted CEO in regular meetings with employees
- Coordinated all special events for corporate employees
- Supported PR department in developing & implementing large projects such as training for the crisis communication plan & presentations to external audiences

Promoted from Corporate Communications Assistant

- Searched & analyzed print & electronic sources for industry, competitor, & company news
- Formatted & distributed daily "News Clips" package
- Built & maintained numerous databases & reference sources
- Managed distribution of company information & press kits

EDUCATION

Bachelor of Arts in Speech Communication & History
with emphasis on Interpersonal & Rhetorical Communications
Iowa State University • Ames, IA