

# AMY J. STRUTT

Proactive Communicator and Leader Focused on Strategy and Success

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📍 Dallas Center, Iowa

## SUMMARY

Highly focused Communications and Change Management professional with extensive change management experience. Talented in aligning industry/customer needs with market opportunities. Known for excellent interpersonal and communication skills; interacts favorably with interdepartmental teams and external clients. Skilled at managing multiple projects with competing deadlines. Resourceful in perceiving and resolving problems. Establishes plans, goals, and processes to assure strategies are competitive, effective, and protective of long-term success. Conscientious and dedicated leader and coach.

## PROFICIENCIES

- ✓ **10+ years' experience creating, managing, and implementing project plans and programs**
- ✓ **10+ years' experience leading cross-functional teams and collaborating with multiple levels of management to develop and complete projects**
- ✓ **9+ years' experience developing and delivering training plans and programs**
- ✓ **5+ years' change management experience**
- ✓ **Project management of cross-functional activities and teams**
- ✓ **Leveraging external research, sales performance metrics, and competitive analysis to further enhance programs and opportunities**
- ✓ **Team leadership, coaching, and development**
- ✓ **Executive consulting and coaching**
- ✓ **Relationship management**

## EXPERIENCE

### Implementation Consultant IV/Sales Advisory Communications Consultant III, Assistant Vice President

#### Wells Fargo

📅 04/2014 - Ongoing 📍 West Des Moines, Iowa

- Developed and implemented multi-faceted marketing communication and learning programs, plans, and content to ensure alignment of executive strategy and day-to-day operations; leveraged ongoing research upon plans to ensure consistent understanding and engagement
- Wrote, edited, and published 200+ employee communications, training materials, and sales-support materials
- Provided presentation support and coaching to executive leadership
- Led planning and execution of 20+ global "Town Hall" presentations and national meetings

### Change Consultant/Business Training Consultant III

#### Wells Fargo Home Mortgage

📅 01/2012 - 04/2014 📍 West Des Moines, Iowa

- Provided coaching to mortgage professionals and leaders; facilitated 20+ training sessions
- Analyzed sales metrics and evaluated employee performance to identify developmental needs and provide recommendations to maximize performance
- Developed communication and training strategies, including design and delivery
- Led a team of eight auditors working to identify training opportunities in piloting a new international company division

## EDUCATION

### Bachelor of Arts in Communication and Management

#### Hope College, Holland, Michigan

- Double major: Communication and Management
- Cum Laude
- Internships in Marketing and Communication

### Greater Des Moines Leadership Institute

#### Community Leadership Program & Community Connect

- Community Leadership Program, anticipated 2018 graduation
- Community Connect, 2015 graduation

### Coaching, Consulting, Customer Relationship Management, Leadership, and Public Speaking

#### Ongoing training

## COMMUNITY INVOLVEMENT

### Race Committee (Executive Board) Member

#### IMT Des Moines Marathon

📅 2013 - Ongoing

The IMT Des Moines Marathon features several race options annually in October. These races include the marathon, half marathon, marathon relay, 5 mile, 5k, and kids races.

### Active General Member, Committee Member, and Past Committee Chair

#### Lead Like a Lady

📅 2014 - Ongoing

Lead Like a Lady is a group founded with the vision to inspire and equip female leaders to make a lasting impact on our community.

### Additional Involvement

#### Various Organizations

📅 2011 - Ongoing

- Wells Fargo Team Member Networks
- Mentor to University of Northern Iowa Business students
- Kris' Hot Yoga Brand Ambassador
- Beacon of Life Cake Gala and Quiz Bowl planning committee member
- Friends of the Dallas Center Pool fundraising committee member

## EXPERIENCE

### Marketing Campaign Manager

#### Wells Fargo Home Mortgage

📅 08/2011 - 12/2011    📍 West Des Moines, Iowa

- Executed focused direct mail outreach campaigns, reaching over 65,000 Wells Fargo clients each month
- Coordinated with legal, compliance, and creative partners to develop 20+ direct-to-consumer communications, maximizing brand positioning and supporting corporate and government initiatives; utilized Aprimo
- Developed and maintained cost-tracking systems and procedures
- Managed the department's monthly company-wide outreach and update

### Marketing Associate-Nonqualified Deferred Compensation (Life & Health, Series 6 & 63 licenses)

#### Principal Financial Group

📅 06/2007 - 05/2011    📍 Bethesda, Maryland

- Led account management and underwriting teams in the implementation of \$6,000,000 in premium of corporate-owned life insurance policies
- Developed and implemented marketing, communication, and learning materials and programs
- Proactively built relationships and educated financial advisors through phone calls, direct mailings, and seminars, with a focus on new business development
- Assisted with plan design, troubleshooting of client issues, and client enrollment activities