

## EXPERIENCE

### **SR. COMMUNICATIONS MANAGER; CDS GLOBAL**

DES MOINES, IA; OCTOBER 2007 – PRESENT

- Oversee internal- and external-facing content functions and public relations strategy within global Corporate Marketing & Communications department of 2,000-employee global company.
- Manage public relations and media outreach efforts with publishing industry trade press, as well as community and local press outreach related to brand awareness.
- Research, conceptualize and develop content for executive presentations and speeches, corporate publications, employee and client events, websites, presentations, advertisements, white papers, marketing collateral, case studies, marketing campaigns and more.
- Proofread and copy edit all written communications delivered corporately.
- Maintain content cohesiveness, setting style and consistency guidelines among written communications.
- Develop, edit and update website and intranet content using multiple content management systems, including Wordpress, HubSpot, HTML and Liferay portal.
- Manage corporate social media using Facebook, Twitter, LinkedIn, Google+ and Instagram.
- Serve as communications and content support for human resources, editing and preparing annual benefit materials and employee communications regarding wellness and benefits programs.
- Collaborate with graphic designers and web developers for production of content in appropriate formats.
- Coordinate content development and distribution to employees in 15 locations across the U.S., Australia, Canada and the U.K., including French-Canadian content for employees in Montreal.
- Manage relationships with freelance writers and web developers.
- Previous experience managing communications specialists and web content team, developing skill sets, providing direction and feedback on work, managing tasks and deadlines, and providing support as needed.

### **TECHNICAL WRITER / COMMUNICATIONS SPECIALIST / WEB CONTENT ADMIN; CDS GLOBAL**

DES MOINES, IA; NOVEMBER 2004 – OCTOBER 2007

- Created and updated users' manuals for internal and client-facing systems across many CDS Global businesses.
- Created, edited and produced weekly newsletter, distributed companywide.
- Compiled and edited presentations and peripheral materials for semiannual fulfillment training seminar, including coordination of website content, web registration forms and back-end databases.
- Assisted in research and writing of company annual report.

### **COORDINATOR, BUSINESS POLICIES & PROCEDURES; SEARS CUSTOMER DIRECT OPERATIONS**

WEST DES MOINES, IA; JANUARY 2003 – NOVEMBER 2004

- Defined and documented policies and procedures for sears.com, catalog and specialty merchandise operations and customer service, touching 200 procedures and affecting 350 associates in multiple field locations.
- Assisted in coordination of quarterly Customer Direct Synergy Summits to discuss and define policy on upcoming business initiatives and website cycles launches.

## **COURSE WRITER; SEARS CENTER FOR PERFORMANCE IMPROVEMENT – SALES CURRICULUM**

WEST DES MOINES, IA; MAY 2000 – DECEMBER 2002

- Supported instructional designers to create curriculum, including instructors' guides, participant guides and procedures, for new hire and existing associate training.

## **EDUCATION**

Drake University, Des Moines, IA; August 1998 - May 2002

BA in Journalism and Mass Communication; Major: Advertising (Creative); Minor: Music

## **PROFICIENCIES**

- Associated Press Stylebook, Microsoft Office (Word, PowerPoint, Excel, Publisher), Wordpress, Liferay Portal Web Content Management System, HubSpot Inbound Marketing Automation Platform
- Experience with Adobe Dreamweaver, HTML, Adobe Acrobat, Adobe InDesign, IBM WebSphere Portal Web Content Manager, Salesforce Marketing Cloud
- Windows & Apple | PC & Mac

## **DEVELOPMENT**

- Greater Des Moines Leadership Institute Community Connect Program Participant; 2017
- HubSpot Inbound Marketing Certification; 2017
- Michael Smart PR Pitching Boot Camp & Building Media Relationships Workshop; 2016
- PR News Writing Boot Camp & Next Practices PR Conference; 2013
- CDS Global 360° Career Development & Mentoring Program; Selected Member; 2012
- CDS Global Business Leadership Certificate Program; Drake University; 2012
- CDS Global Management Leadership Training Program; 2008
- IBM WebSphere Portal Conferences; 2005, 2006
- Workshop – Leading Dispersed Teams; 2004
- Sears Team Manager Certification; 2002
- Langevin Learning Services Workshop – Instructional Design for New Designers; 2001

## **COMMUNITY INVOLVEMENT**

- Art Noir Board President, Des Moines Art Center; January 2016 - Present
- Emerging Leaders Collaborative; January 2015-Present
- Des Moines Art Center Gala Committee Member; 2013, 2015 & 2017
- Young Professionals Committee, Salisbury House & Gardens; September 2012 – June 2017
- Art Week Des Moines Planning Committee; 2016, 2017
- Art Noir Board Secretary, Des Moines Art Center; October 2012 - October 2015
- Des Moines Art Center Art Noir Big Hair Ball Volunteer & Committee Member; 2013 & 2015

*References available upon request.*

*Extended job history available on LinkedIn: [www.linkedin.com/in/willsigns](http://www.linkedin.com/in/willsigns)*