

J. AMANDA DAVIDSON, ABC

Orlando, FL

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Career summary: A communications professional with more than 15 years of comprehensive corporate and consulting experience with a strong focus on HR, hospitality, technology and health care.

SKILLS AND PROFICIENCIES

- Recognized as an Accredited Business Communicator (ABC) having demonstrated a globally accepted standard of knowledge and proficiency
- Award-winning staff manager with superior budgeting and personnel skills, often overseeing multiple project budgets and global teams simultaneously
- Award-winning multimedia content developer and project manager (Emmy, PRSA and IABC)
- Media and public relations manager for acquisitions, deregulation, crisis/incident command, community giving, consumer confidence and public-sector services
- Communications lead for 70-plus countries to include executive recommendations, communications strategy, content development, execution, translation and measurement
- Successful collaborations with creative services as part of brand development or evolution
- Event producer for corporate meetings, employee and client recognition, consumer entertainment, training conferences, and global executive strategy sessions

PROFESSIONAL EXPERIENCE

➤ Marketing Consultant & Brand Manager (Contractor)

MDI Healthcare Solutions, 07/09 to 09/09

Naming convention and brand identity for a new business model launched as part of the \$150 million MDI Holdings, Inc. The new commercial health care solution specialized in claims management and custom provider network builds for self-insured employers. Brand development included logo and type treatments, product names, company name, Web site and URL, Web optimization, company acquisition communications, provider communications, trade show booth production and sales collaterals.

Achievements

- Product presentation, contest logistics and sales messages at first-ever trade show resulting in more than one thousands new leads

➤ Communications Consultant (Contractor)

➤ Communications Coordinator (Contractor)

Blue Cross Blue Shield of Florida, 03/08 to 07/09

Dedicated communications consultant for rollouts of retail health products, provider technology solutions, service organization tools and process changes. Activities included collaboration with member communications, scope documentation, strategic and tactical work plan oversight, work environment campaigns, and Six Sigma improvement efforts. Also coordinated marketing readiness, legal reviews and media relations activities while developing messages for corporate communications channels (TV, video, intranet, Internet, leadership memoranda). Coordinator role focused specifically on content development and production for multimedia (TV, e-newsletter and photography) with focus on national health care reform.

Achievements

- Communications for physicians and members during launch of real-time payment tool
- Deployment and adoption activities for an industry-leading electronic medical records tool
- Business alignment and change communications plus marketing integration for transition to a full-color, monthly Explanation of Benefits statement
- Communications integration for launch of updated benefits information site for members, including paperless claims summary, reporting functionality and improved usability

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- **Senior Manager, Business Unit Communications (Human Resources Outsourcing)**
- **Senior Manager, Internal and Public Communications (Corporate Marketing & PR)**

Convergys Corporation, 03/03 to 03/08

Employee communications lead for a global HR outsourcing business and public relations lead for public-sector contracts and local-market media coverage. Coordinated and developed internal corporate messaging with global senior leadership team. Developed and shared knowledge with both internal and external audiences regarding service delivery operations and product management. Responsible for writing, editing, translation management, production and distribution of all communications for an employee base located in more than 70 countries. Developed and met measurable communications objectives to support goals and strategic imperatives within a fast-paced, evolving industry.

Achievements

- Communications lead for updated operations organizational launch and ongoing support, including support for compensation, recruitment, health and financial (401(k), pension)
- Led business unit communication efforts for corporate Global Diversity Council
- Participated in multiple change management project teams (global operations, corporate rebranding, benefit changes and enterprise-wide communications advisory council)
- Developed and launched six unique employee recognition programs within 12 months
- Key player in three major acquisitions and communications planning/execution for new hires
- Received training in Six Sigma and applied those principles to communications activities
- Recruiter, resource developer, corporate volunteer captain and media hotel lead for the 2005 Super Bowl Host Committee, Super Bowl XXXIX

➤ **Marketing Project Manager**

Software Quality Engineering, 03/01 to 03/03

Managed the production of more than 40 annual marketing brochures. General duties were heavy on copywriting and copyediting in addition to project management and editorial assignments. Also focused on developing fresh, creative electronic advertising and interactive Web content.

Achievements

- Content development and marketing for launch of online community Stickyminds.com
- Trade show collateral development, sponsor communications and booth staffer
- Regular columnist and editorial contributor for *Better Software* magazine, an award-winning international technology magazine

➤ **Manager, Airport Customer Service Communications**

Delta Air Lines, 03/00 to 03/01

Led the development and implementation of global strategic communications programs across all airport staff and locations — more than 70,000 employees — to align with company goals and executive vision. Strongly focused on face-to-face communications while capitalizing on emerging technologies. Extensive experience in crisis communications, including management of Concorde disaster during SkyTeam alliance with Air France. Managed the development of an award-winning intranet site, provided communications tools and content for frontline supervisors, and launched a peer communicators program.

Achievements

- Launched three new employee recognition programs under senior executive signature
- Mentored and professionally developed two communications employees
- Responsible for reduction-in-staff planning and communications
- Earned an IABC Bronze Flame Award for intranet communications
- Received a 2000 Phoenix Award from PRSA for the ACS intranet site

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➤ **Account Manager**

AGL Resources Inc. (parent of Atlanta Gas Light), 5/99 to 03/00

Responsible for communications projects, budgets, employees and client relationships to include public relations opportunities, especially during industry deregulation. Produced and edited company intranet, multiple external sites and a bimonthly technology newsletter. Managed a fully staffed video production team and was directly responsible for all scriptwriting and external vendor management.

Achievements

- Acted as internal lead communicator for a corporate culture change initiative during deregulation
- Oversaw the conversion of the intranet to a new design and technology platform; managed budgets, temporary employees and technical developers' efforts; chaired Corporate Web Council
- Developed and managed a series of 19 locally themed, statewide employee events (in three months) to introduce the company's new president
- Managed and documented Clark Howard and Hank Aaron consumer events

➤ **Focus Area Manager (Marketing & Communications)**

McKesson, 07/98 to 05/99

Oversaw communications activities for multiple product groups and more than 20,000 global employees. Wrote and supervised production of print marketing materials, articles and online content, including sites and content for new focus areas/products. Planned and executed human resources collateral such as benefit updates, recruiting/orientation multimedia presentations, product benefit realization studies and technical compensation/awards programs. Developed marketing materials such as brochures, fact sheets, quarterly customer magazine, printed customer testimonials, white papers, direct-mail pieces, multimedia presentations, interview scripts and a Lotus Notes product information database.

Achievements

- Lead manager for United Way campaign, annual team-based Pinnacle Award competition, Pathfinder Technology Award and international user group events
- Concepted and communicated employee and customer messages for more than 10 mergers and acquisitions

➤ **Communications Consultant**

Blue Cross Blue Shield of Georgia, 12/96 to 07/98

Created and implemented internal communications plans. Determined content for monthly employee newspaper; wrote/edited articles plus oversaw budget, design, layout, printing and distribution. Handled programming for the company's closed-circuit television system. Coordinated community relations projects, acted as liaison with nonprofits, and planned and executed statewide events. Coordinated internal campaigns and product launches. Held lead role in President's Council meetings between senior management and employees, created the company's weekly news sheet, and created/produced the communications component of new associate orientation materials.

Achievements

- Led most successful Juvenile Diabetes Walk measured by dollars and employee participation
- Raised record dollars for annual United Way Giving Campaign

EDUCATION

Georgia State University, Atlanta, Ga.

Coursework for Master of Fine Arts in Film Studies

Florida State University, Tallahassee, Fla.

Bachelor of Science in Communications