

Katherine L.



Untapped Potential Candidate

Suffield / CT

860-977-9408 / fellowship@upotential.org

PROFILE

Award-winning Strategic Communications Director whose powerful multi-media messaging drives results. Skilled at conceiving and leading persuasive internal and external campaigns for diverse audiences such as Consumer Products (e.g., LEGO Toys), Insurance (e.g., Aetna), Healthcare and Financial Services. A nimble professional with in-house and agency experience, a talent for context shifting, an “eagle eye” for detail, and a reputation for insightful planning and flawless execution. Recognized as a master storyteller who transforms complex material into captivating content. Key skills and expertise include:

- Distilling management needs and wants into well-defined priorities
- Writing, editing and producing digital and print content that maximizes readability and action
- Planning and executing PR strategy and events
- Communicating delicate messages to facilitate workplace change
- Managing projects, teams, agencies and budgets

PROFESSIONAL EXPERIENCE

KLB Communications – Corporate & Marketing Communications

Current

Director of Communications (for key clients: Aetna, Unum, Quest Diagnostics)

Partner with clients to tackle tough business challenges through thoughtful, results-oriented communications. Develop and implement strategic and tactical plans, and write/produce: blog posts, press releases, executive messages, intranet stories, e-cards, web content, marketing brochures, newsletters, and more. Coordinate live webcasts, town halls and videos. Trusted to work on highly confidential projects including mergers and acquisitions, and change management initiatives. Key accomplishments include:

Led Aetna employee fitness campaign that drove record response

Increased enrollment rate by more than 4%, nearly 11% rise in completion rate, lowest attrition rate in program history by 50%, and 14% increase in total exercise points attained

Developed creative plan to launch new Aetna Culture following the acquisition of Coventry

Managed production of online “Culture Playbook” and “Culture Playbook for Managers”

Integrated communications to target two sets of employees (total 50K)

Co-developed new website, wrote/edited executive-bylined blogs, managed town halls, etc.

Earned reputation as “the go-to maternity leave expert” at Aetna

Seamlessly took over all communications needs to support several executive VPs’ during various communications managers’ maternity leaves

Wrote 18-page chapter in college textbook by Nancy Hicks and C.M. Nicols. Topic: Aetna’s education campaign:

[Health Industry Communication: New Media, New Methods, New Message](#)

Developed marketing materials, e.g., thought leadership white papers and marketing brochures

Unum broker e-comm had an open rate of 26.2% (7% higher than normal) and exceeded average social activity (55 shares by 12 recipients).

Client feedback praised the effort’s “great data” and triggering of “above average replies from brokers about interest in Unum business”; and claimed to be “thrilled with our results.” (4/20/12)

Created a library of newsletter stories for Quest Diagnostics to provide to its health insurer customers

Partnered with C-suite executives, in various Aetna businesses (and their teams), to plan and implement internal communications and PR activities. Primary focus areas were increasing employee engagement, understanding business goals, and leveraging communications to strengthen business results.

- Recruited to Aetna to lead development of award-winning consumer PR campaign Plan for Your Health
- Spearheaded the agency RFP process and managed the agency on execution
- Led “Planning for Your Retirement” campaign and publication of Navigating Your Health Benefits for Dummies®
- Counseled senior management on proactive, positive PR opportunities; trained executives on how to navigate media interviews with potential negative story angles
- Implemented targeted media relations strategies: planning, researching, writing/editing materials
- Planned and produced messaging to carefully communicate company changes that impacted job security
- Managed and mentored staff, including hiring, performance management and coaching

[LEGO Systems, Inc.](#), Enfield, CT

1998–2003

Senior Director, Global Brand Relations (2001-2003)

- Created communications vision, developed and implemented PR programming, led crisis management, and oversaw external and internal communications to support the company’s growth objectives and brand image
- Counseled leadership on all communications issues, e.g., crisis communications, conducted all media training
- Developed 9/11 plan directly with Americas president as part of core crisis team
- Directed corporate philanthropy programs to underscore company values
- Managed and developed a team of seven employees and multiple outside agencies
- Dotted-line responsibility for LEGOLAND California communications team; close integration with LEGO Direct (NYC) and global PR colleagues in Europe
- Worked with LEGO partners (Lucasfilm, NBA, NHL, Nike, McDonald’s) to maximize all parties’ visibility

Group Manager, Marketing Communications (2000-2001)

Senior PR Manager/PR Manager/Assistant PR Manager (1998-2000)

Led all Integrated Marketing Communications (IMC) programs, including company’s historic, first-ever national mobile marketing tour to create excitement for the 25th U.S. Anniversary.

- ◆ Generated record publicity of \$1.9 million in advertising value, 250,000-consumer attendance
- ◆ Drove 20% consumer sales increase, 4% market share increase in highly competitive environment
- ◆ Blitzed 25 major markets in 25 weeks, culminating in national build-off in NYC two weeks later

[Barker Campbell Farley Advertising](#)

1995-1998

[Goldman & Associates Public Relations](#)

- ◆ Began career at these two highly respected Virginia firms, advancing from Account Executive to PR Director
- ◆ Managed key travel clients including U.S. Virgin Islands and USAirways, and key corporate clients Marriott Hotels, National Maritime Center and Naval Air Federal Credit Union

EDUCATION

- ◆ Davidson College, Davidson, NC. B.A. in English
- ◆ Semesters at Georgetown University (Washington, D.C.) and Cambridge University (U.K.)
- ◆ Summer Internship on Capitol Hill: Office of Congresswoman Nancy Johnson, Washington, D.C.
- ◆ Accredited in Plain Language Writing, 11/2016

AWARDS

Winner of seven [SABRE](#) Awards, six [Thoth](#) Awards, and three [PRSA](#) national awards for outstanding, innovative work in the field of Public Relations. (A full list of awards is available upon request).