

Willa Hobbs

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SUMMARY

Senior corporate **communications** and **community engagement** leader with 14 years of progressive experience shaping **employee communications**, executive messaging, **organizational change**, corporate citizenship, and social impact programs within large, matrixed organizations. Trusted advisor to senior executives, Human Resources leaders, business teams, and community partners, translating sensitive priorities into clear narratives and practical communication plans. Leads town halls, intranet and email programs, newsletters, presentations, video content, employee engagement campaigns, volunteerism, charitable giving, and nonprofit partnerships across distributed audiences. Uses surveys, engagement analytics, stakeholder feedback, and channel performance data to refine strategy and strengthen participation. Combines strong writing, editorial judgment, discretion, project leadership, and hands on delivery across digital, live, internal, and external channels.

EXPERIENCE

Director, Employee Communications and Community Engagement

January 2023 - Present

Meridian Health Technologies

Minneapolis, MN

Leads integrated employee communications and community engagement for a multi business organization, advising executives and Human Resources partners while coordinating high visibility programs across distributed audiences and channels.

- Led employee communication strategy across business priorities, culture initiatives, and sensitive organizational changes.
- Shaped **executive talking points**, town hall materials, **presentations**, and announcements for major business milestones.
- Directed editorial calendars across intranet, email, **newsletters**, video, meetings, and collaboration platforms.
- Used surveys, intranet analytics, participation data, and feedback to improve communication strategy and content delivery.
- Connected volunteerism, **charitable giving**, and nonprofit partnerships with employee participation and **social impact** reporting.
- Coordinated **Human Resources**, digital, social media, business, and agency partners across concurrent communication projects.

Senior Manager, Internal Communications

March 2020 - December 2022

HarborPoint Financial Services

Chicago, IL

Owned **employee communications** for enterprise transformation programs, counseling senior leaders and managing cross channel delivery within a complex matrixed financial services environment.

- Converted complex transformation updates into sequenced messages for leaders, managers, and employees.
- Counseled **senior leaders** on audience needs, message framing, timing, and delivery for sensitive announcements.
- Managed campaigns across email, **intranet**, meetings, newsletters, video, and **collaboration tools**.
- Established project plans, review checkpoints, approval paths, and deadlines for high priority **communications**.
- Analyzed survey themes and channel measures to improve FAQs, manager resources, and follow up content.
- Developed employee stories about culture, service, and community involvement for internal and external channels.

Communications Manager

July 2016 - February 2020

Summit Consumer Products

Madison, WI

Managed internal communications for corporate and field audiences, supporting organizational change, executive messaging, community storytelling, agency coordination, and channel performance improvement.

- Built **communication plans** connecting business priorities with practical information for corporate and field employees.
- Drafted executive messages, newsletters, intranet articles, **presentations**, meeting materials, and **video** scripts.
- Mapped audiences and information needs for **organizational change** programs with **Human Resources** partners.
- Expanded volunteer and nonprofit **storytelling** by documenting participant experiences and program outcomes.
- Coordinated agencies and creative partners across deadlines, feedback, brand requirements, and production needs.
- Tracked channel performance and employee feedback to improve recurring content and message clarity.

Senior Account Executive, Corporate Communications

June 2012 - June 2016

Cedar Lane Communications

Milwaukee, WI

Developed corporate and **employee communications** for clients managing growth, workplace change, community initiatives, and reputation sensitive milestones across varied stakeholder groups.

- Created communication strategies for growth, workplace change, community initiatives, and business milestones.
- Produced executive briefs, **presentations**, articles, digital content, and stakeholder materials for varied audiences.
- Managed concurrent client workstreams through schedules, editorial reviews, approvals, and delivery checkpoints.
- Prepared executives for **employee meetings** and public engagements with talking points and question frameworks.
- Built community relations content with nonprofit and civic partners around volunteer and charitable programs.
- Applied audience research, client feedback, and communication metrics to recommend content and channel changes.

PROJECTS

Enterprise Change Communication Program 2022

Coordinated leadership messaging, employee updates, manager resources, and channel sequencing for a complex transformation initiative. Shared goals, clear timing, and practical feedback loops helped leaders communicate with confidence.

Community Impact Storytelling Campaign 2024

Connected employees, nonprofit partners, and business leaders through stories about volunteerism and charitable giving. Content showed local impact while encouraging participation across internal channels.

LEADERSHIP & AWARDS

- IABC Regional Conference Programming Committee contributor, 2024 to Present, supporting professional learning and peer connection.
- Community Volunteer Communications Advisor, Twin Cities Nonprofit Network, 2023 to Present, guiding practical outreach for local programs.
- Recognized by senior leaders for clear communication during sensitive change initiatives and major business milestones.

EDUCATION

Bachelor's Degree in Journalism and Strategic Communication

2012

University of Wisconsin Madison GPA: 3.5

Madison, WI

Coursework: Corporate communications, public relations, journalism, organizational communication

CERTIFICATIONS

- Strategic Communication Management Professional 2021
- Prosci Change Management Certification 2019

TECHNICAL SKILLS

- Communication Channels: Email, intranet, newsletters
- Executive Communications: Talking points, presentations, town halls
- Digital Platforms: Employee apps, collaboration tools, video
- Analytics and Research: Engagement surveys, channel analytics, feedback analysis
- Content Development: Articles, social content, video scripts
- Change Management: Prosci, transformation planning, manager resources
- Community Programs: Volunteerism, charitable giving, nonprofit partnerships
- Project Management: Editorial calendars, project plans, approval paths
- Stakeholder Relations: Senior leaders, Human Resources, business partners
- Agency Coordination: Communications agencies, creative partners, external partners

SKILLS

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|----------------------------|-----------------------------------|-----------------------|--------------------------|
| • Strategic Communications | • Corporate Social Responsibility | • Employee Engagement | • Intranets |
| • Employee Communications | • Employee Volunteerism | • Storytelling | • Stakeholder Management |
| • Executive Communications | • Charitable Giving | • Writing and Editing | • Project Management |
| • Community Engagement | • Organizational Change | • Town Halls | |

PROFESSIONAL AFFILIATIONS

- International Association of Business Communicators, regional programming volunteer since 2024.
- Twin Cities Nonprofit Network, community communications advisor since 2023.

LANGUAGES

- English (Native)
- Spanish (Intermediate)

ADDITIONAL INFORMATION

Work Status : Authorized to work in United States. No sponsorship required.

REFERENCES

AVAILABLE ON REQUEST