

Colleen M. Stone

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EXPERIENCE

Senior Program Specialist, Talent Attraction (TA) Communications

September 2021- March 2023

Indeed | Remote/Stamford, CT

Created and implemented communications strategies for a technology-first company that inform, influence, and engage.

- Led communications for TA programs through strategic development and delivery of accurate and timely updates
- Developed messaging that simplifies information that resonates with a diverse, worldwide, technology-driven team
- Partnered with leadership and the global Internal Communications team to develop and implement a communications plan that connects global Indeedians with the TA team and drives engagement within the TA team
- Managed best-in-class intranet site to keep global Indeedians informed about TA through site updates and storytelling
- Delivered weekly newsletter with a 90% open and a 30% engagement rate to update the team on processes and protocols
- Analyzed metrics to determine a strategic and practical path forward for communications initiatives
- Communications platform expert - company intranet, Poppulo email platform, Google, Canva, Adobe Creative Suite

Communication Manager

October 2020 - September 2021

Danbury Mission Technologies | Danbury, CT

Developed communications and marketing strategies for a leading government space and defense contractor.

- Partnered with human resources, IT, and operations to lead divestiture change management communications
- Ensured consistent execution of messaging and brand principles in all marketing communications
- Strategic advisor to senior leadership to streamline and develop company communications, messaging, and branding
- Developed and execute the internal communications strategy: defined an editorial calendar, set the tone of communication in line with our company culture, chose internal communications channels, and tools
- Planned, edited, wrote, and designed content for employee communications, board meetings, social media, and print
- Created and maintained the company HR portal for employees to be able to find and access information easily
- Launched and managed the Awardco employee recognition website

Communication Manager

July 2019 - May 2020

Hexcel Corporation | Stamford, CT

Developed internal and external communications and marketing strategies for a global leader in composite technologies.

- Educated and empowered 7,000+ global employees through the implementation of an internal communication strategy
- Brought Hexcel's brand to life through strategic content development for social media
- Managed SharePoint intranet - curated, wrote, formatted, and proofread 15-20 news items per month
- Collaborated globally to discover, curate, and share compelling stories about Hexcel, our product, and our people.
- Wrote, designed graphics, and edited photos and videos for internal and external digital channels, including marketing materials, social media, company website, advertisements, emails, events, presentations, and newsletters
- Curated, translated, produced, and delivered quarterly newsletter in English, French, Spanish, and German
- Directed company brand advocates to amplify Hexcel's story through local communications and content development

Senior Communications Associate

September 2016 - July 2019

AECOM | New York, NY

Expanded the communications and marketing strategy for the East Side Access construction project.

- Curated, created, and edited written and multimedia content for multiple channels, including employee communications, website updates, social media, photo and video content, project intranet, and marketing materials
- Built relationships and collaborated with project staff to curate and create versatile content to tell the project story
- Supported the MTA Chief Development Officer and executive leadership team with presentations and messaging
- Increased project awareness by working with client teams to teach them social marketing strategy, launched and managed the project Instagram, Facebook, and Twitter resulting in 3,000+ followers in one business quarter
- Construction photographer and videographer responsible for capturing and producing project photos and videos
- Project manager for project tour program to improve public perception and educate stakeholders

EDUCATION

Hunter College | Bachelor of Arts in Media Studies

May 2013

SKILLS

Content Development - Presentation, Writing, Graphic Design, Videography, Photography • HTML • Social Media • Executive Communications • Adobe Creative Cloud - Photoshop, Premiere, InDesign, Illustrator • AP Style