

Heather Askew

4958 Newpark Lane NW, Acworth, Georgia 30101 ♦ 770-499-2495 ♦ jordan_askew@yahoo.com

Professional Summary Corporate communications professional with 8 years of experience in global corporate and professional consulting environments. Expertise in writing and editing corporate communications and marketing deliverables for multichannel publication.

Skills

Editing – Technical and Copy	Executive Communications
Public and Media Relations	Communication Planning
Writing to Explain and to Persuade	Marketing Communications
Technical Writing	Desktop Publishing
Presentation Design	Communication Needs Assessments

Software: Adobe PageMaker and Acrobat, MS FrontPage, MS Office Suite including Word, Excel, PowerPoint, Access, and Project

Experience
10/06 to present
7/04 to 10/06

Columbian Chemicals Company Marietta, Georgia
**SENIOR MANAGER, GLOBAL COMMUNICATIONS
COMMUNICATIONS MANAGER**

- Responsible for developing and leading global communications strategy
- Develop concepts and write copy for executive communications including President's Messages, speeches, letters, and presentations
- Develop and implement internal communication practices to engage employees, educate employees on the business, and improve the communication skills of supervisors
- Manage media relations for the 11 operations in North America, South America, Europe, and Asia including writing press releases and media talking points, identifying and engaging public relations firms in the communities in which the company operates, and fielding media inquiries
- Develop communication plans for business initiatives including labor negotiations, company restructurings, and human resources initiatives
- Produce corporate videos, managing shoots in North America and Europe
- Develop corporate branding strategy
- Support Marketing and Sales in customer communications including letters, talking points, and advertising
- Manage the content and revision process for the commercial web site, including building new pages, hosting online surveys, and updating artwork
- Responsible for developing and leading the global community relations strategy
- Manage the charitable giving strategy and the global corporate contributions budget
- Train site leadership on executive stakeholder engagement and community relations planning

8/02 to 07/04

The Home Depot, USA Atlanta, Georgia
COMMUNICATIONS SPECIALIST, Human Resources

- Wrote and edited training material for New Hire Orientation, including *Benefits Orientation Guides* and corresponding leader's guidebook and video script
- Wrote and edited *Welcome Guides* and corresponding presentations for new associates joining the company as part of a stock purchase or business acquisitions, includes discovery of available communication channels, assessment of associate behavior, and a high degree of discretion
- Implemented style guides across sets of documents to produce print-ready legal, supplemental, and training deliverables
- Provided ad hoc support for Human Resources messaging, including healthcare network issues and call-to-action compliance issues
- Partnered with human resources consultants to perform communication assessments, produce

- annual Summary Plan Descriptions, Summary Annual Reports, and develop “Health and Welfare” enrollment kits and “Retirement Plan” enrollment kits
- Managed collateral fulfillment for distributions of Human Resources materials, including Summary Plan Descriptions, Summary Annual Reports, Summary of Material Modifications, and Retirement Planning literature, such as Quarterly Statements to the United States, Puerto Rico, and the Virgin Islands
- Managed content on the *Executive Benefits* Web site and wrote content for the recruiting section commercial internet site
- Managed the revision of the Human Resources, Benefits - Standard Operating Procedures, worked with subject matter experts to write content and seek approvals
- Managed translation of benefits communications materials for non-English speaking audience
- Collaborated with subject matter experts and designers to determine efficient transition of publications from print to Web-based formats
- Solicited and produced articles for the company newspaper, HR Newsletter, and company intranet
- Wrote scripts for *Associate Update*, the internal television news program

WorldCom Atlanta, Georgia

9/00 to 6/02

COMMUNICATIONS PROGRAM MANAGER, Global Communications

- Developed and managed competitive training program for 1500 account executives, designed and wrote content for corresponding Web-based program support
- Wrote marketing and training collateral supporting initiatives of vertical Market Managers (Health Care, Financial, Industrial) often incorporating graphs and data that demonstrated business trends and complex technical products
- Built and implemented communication plans integrating key corporate messages and reinforcing initiatives across sales organizations
- Served as a liaison between Global Communications and Product Marketing to incorporate product marketing data into integrated vertical marketing strategies and associated collateral and to facilitate distribution of marketing collateral across the enterprise
- Publicized corporate events and reinforced participation via a weekly e-newsletter, e-advertisements, articles in daily e-newspaper, and maximized all channels to further the corporate messaging strategy
- Produced a weekly industry summary e-newsletter that targeted account executives
- Wrote *User Guide and Quick Reference* materials for rollout of order entry software that linked compensation and billing with the initial service request
- Designed flowcharts, gap analyses, templates, and visual aids to reduce the time spent training new Record Analysts and to ensure consistency of service and comprehension of technical products
- Produced communications for internal and external audiences, including Executive Summaries, Facilitator Guides, Executive Messages, and Presentations
- Maintained electronic library of deliverables, including genesis, objectives, and revisions
- Supported team, from a communications perspective, in planning and hosting customer seminars

12/99 to 9/00

ANALYST, Global Local Marketing

- Wrote process documentation for print and Web publication
- Content manager for corporate intranet
- Edited and maintained training materials
- Managed research initiatives on multilocation projects for sales proposals

12/99 to 12/00

CONTRACT EDITOR

Provided editorial services to American Appraisal Associates, Inc., for several financial, real estate, and industrial property projects.

American Appraisal Associates, Inc. Atlanta, Georgia

3/98 to 12/99

SENIOR EDITOR, Financial and Real Estate Consulting

- Technically edited financial and real estate reports for consistency and accuracy of data
- Copy edited appraisal reports, advanced total letters, and inventories ensuring correct grammar usage and style guidelines are in place
- Managed review and production cycles of multiple deliverable contracts
- Ensured compliance with professional (USPAP) and internal reporting standards
- Consulted with Financial and Real Estate Consultants to discuss client reporting needs
- Collaborated with colleagues to improve and maintain corporate style guide

Earley Corporation Atlanta, Georgia

11/96 to 3/98

OFFICE MANAGER, Software Development Firm serving Health Care providers

- Designed spreadsheets and customized financial reports
- Served as Project Manager for company participation in health care trade shows and conferences
- Edited marketing deliverables, letters, and software product documentation
- Wrote the *Employee Handbook* and operating procedures
- Managed company budget: account receivables, account payables, and payroll
- Administered requirements of SBIR (Small Business Innovative Research) grants

Professional Development

Project Management, 1999

American Appraisal Associates, Inc.

Role of the Manager, 2000

WorldCom Corporate Training & Development

Presentation Skills, 2001

WorldCom Corporate Training & Development

Negotiation Skills, 2002

WorldCom Corporate Training & Development

Facilitating Effective Meetings, 2002

WorldCom Corporate Training & Development

Building Business Acumen, 2003

The Home Depot Learning Center

Executive Stakeholder Engagement, 2004

Boston College's Center for Corporate Responsibility

Certified Green Belt - Six Sigma, 2006

Columbian Chemicals Company

International Association of Business Communicators - *member since 2004*

Education

Georgia State University

Master of Arts, English - August 2004, GPA: 4.0

Bachelor of Arts, English - August 1996, Major GPA: 3.8, Overall GPA: 3.2

Relevant Courses

Technical Writing

Rhetoric and Composition

Expository Writing

History of the English Language

Research Methods

Business Ethics