

Daniella Cortez

Internal Communications
Leader

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PROFESSIONAL SUMMARY

Experienced leader with over 10 years experience in internal and external communications. Skilled in executive thought leadership, development of company intranet, and crisis management. Successfully led the launch of dedicated employer brand and internal communications functions at high-growth, global technology organizations.

WORK EXPERIENCE

Curriculum Associates

08/2021 - Present

Global mission-driven SaaS technology company

Senior Manager, Corporate Communications

Full-time

- Established governance for SharePoint intranet to increase employee engagement across 2,500 employees in 3 global markets
- Executed change management communication strategy during organizational transitions, enhancing brand alignment and employee engagement globally
- Secured earned media placements and top workplace awards annually, maintaining 95% CEO approval rating on Glassdoor annually
- Managed global corporate communications efforts, producing monthly c-suite updates, biannual live updates and 3 monthly employee engagement initiatives

Senior Employer Brand Manager

- Aligned with Human Resources and Talent Acquisition teams to identify and develop brand awareness campaigns support recruitment, retention, and employee advocacy.
- Established EVP, employer brand strategy and governance, drove 30% increase in candidate engagement within 6 months and improved employee engagement survey results by 4% YoY

Social Communications Manager

- Managed development of brand style guide, deploying average of 12 new creative assets monthly for employee advocacy campaigns
- Led reputation management efforts, creating content, message positioning and engagement across Glassdoor, Comparably, Built-In and other ATS integrated third party systems.

Studiothink

09/2018 - 08/2021

Marketing agency serving healthcare, legal and higher education clients

Director Of Content

- Managed crisis communications through development of talking points, internal and external executive messaging, and media preparation for senior leaders.

- Directed a team of 6 communications team members, overseeing strategy and execution of internal and external messaging across 20+ clients.

Fathom Marketing
12/2017 - 05/2018

Digital marketing agency serving retail, e-commerce & public good organizations

Social Media Strategist

- Led communication planning strategy, driving 20% increase in brand awareness within 6 months
- Enhanced media strategy, executing, monitoring and reporting data for social communications and paid social strategies across digital and social platforms.
- Oversaw creative and design direction, producing collateral in Canva, and Adobe and Microsoft Office Suite applications

Cleveland Whiskey
12/2016 - 12/2017

Investor-backed whiskey distillery leveraging technology

Director Of Marketing And Public Relations

- Revamped brand hierarchy following initial series start up phase and launched new sub-brand, increasing e-commerce website traffic by 60% year over year.
- Led media relations strategy as first communications hire resulting in 25% increase in positive coverage, enhancing brand reputation and visibility.
- Executed event strategy increasing retail foot traffic by more than 70%, launched investor relations strategy managing communications with more than 150 individual investors.

The Warren Group
01/2013 - 10/2016

Public Affairs agency serving government, nonprofit, and retail clients

Public Relations And Social Media Manager

- Cultivated 20+ relationships with media, earning 16m in media coverage through average of 6 placements per month
- Led crisis communications for 3 high-profile incidents, ensuring a consistent and strategic media response through internal and executive/public officials communications during challenging times.
- Managed executive thought leadership and brand reputation, providing content and communications development across internal and external channels

EDUCATION

Bachelor of Arts in Nonprofit Administration

Cleveland State University - Cleveland, OH, USA

CERTIFICATIONS

Strategic Communications - 11/2021

Public Relations Society of America

AWARDS & SCHOLARSHIPS

Pinnacle Award - PR & Social Media Campaign - 10/2017

Public Relations Society of America