

KELLY DOMBROWSKI, MA

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QUALIFICATIONS SUMMARY

Flexible, perceptive **communications and marketing professional** with 7+ years of combined cross-industry experience spearheading strategic communications and integrated marketing operations. Equipped with unmatched competencies in global marketing, client relations, marketing communications, employee communication, and brand positioning. Facilitates all aspects of internal and external communications, support daily administrative, financial, and operational functions by working collaboratively with C-Level executives. A subject matter expert in communications strategy, campaign development, branding, change management, market research, and management consulting. A creative storyteller who excels at marketing strategy development, strategic communications, communications design, and editorial branding. Exemplifies leadership to foster relationships and impact business development.

SKILLS & EXPERTISE

Strategic Communications | Media & Public Relations | Digital Marketing | Content Development & Management
Crisis Management | Strong Communications Skills | Event Planning | Graphic Design | Customer Relations
Management | Community Engagement | Marketing Communications | Stakeholder Engagement | Agile
Methodology | Market Research & Business Development | Cross-Functional Leadership | Design Thinking

CAREER HIGHLIGHTS

- ✧ Mediate between client/vendors and IBM offshore developers, designers, and leadership to ensure operations focused on human resource assets are within budget and timeline milestones.
- ✧ Led the development and execution of EDA's internal communications strategy, including analyzing needs and developing creative solutions.
- ✧ Communication and Stakeholder lead for global alcoholic beverage company's 5-year business transformation project consisting of high-level internal communications strategy, plan, and execution of all initiatives.
- ✧ Integrated Agile methodologies to focus on goals and facilitate seamless coordination with cross-functional teams.

PROFESSIONAL EXPERIENCE

Senior Consultant

November 2021 – Present

IBM: Paramus, NJ

Establish and oversee all internal communications processes for various clients spanning from tech, life sciences and food & beverage companies. Support the creation and implementation of a communications strategy, including social media, internal, and external strategies for the IBM Consulting – Life Sciences team of 5K+ employees. Developing and maintaining professional relationships with business partners at all levels and providing them with strategic communications counsel and communication needs.

- ✧ Coordinate and negotiate large-scale events, managing attendees, and creating presentations for sponsorships of over \$60K+.
- ✧ Develops communication materials using a variety of tactics (written communications, presentation materials, Zoom and other platforms, town halls, small group meetings, etc.) to articulate key messages.
- ✧ Leverage employee feedback channels, monitors real-time feedback, analyzes data, and makes recommendations to continuously improve communications approach.
- ✧ Collaborate with clients to develop business plans and communication strategies. Determined tasks, budget, and objectives for all creative projects.
- ✧ Clients include: Johnson and Johnson, IBM Internal, Diageo

Internal Communications Officer

January 2021 – October 2021

NJ Economic Development Authority: Trenton, NJ

Organized regularly scheduled events, including the town hall and quarterly staff meetings, Policy to Practice sessions, holiday observances, and other events to cultivate staff knowledge, build company culture, and increase engagement.

- ✧ Cooperated with Communications and Policy, Human Resources, Executive, and other involved teams to identify and develop employee engagement, communications, and education opportunities.
- ✧ Coordinated with Chief Diversity and Inclusion officer to inform employees and encourage organizational culture to promote diversity and incorporate corporate values of equity and inclusiveness into internal communication.
- ✧ Managed Intranet (SharePoint) and fully re-vamped the organization's Intranet to promote a user-friendly environment.

Marketing & Communications Specialist

January 2019 – December 2020

NJ Economic Development Authority: Trenton, NJ

Developed compelling marketing and communication campaigns to align marketing strategy with the Economic Development Authority's communication priorities.

- ✧ Collaborated with various departments, including HR, Policy, and Marketing teams, to promote, engage, and inform employees of events, programs, policy updates, and organizational change updates
- ✧ Supervised all external PR, media relations, and internal communications merged accounts and increased social media posting/engagement by 80%+ while designing graphics and collaborating with other NJ State Agencies.
- ✧ Assisted with the roll-out of various programs tied to COVID-19 Cares Act Funding and other programs, including community outreach and constituent inquiries from the NJ Economic Recovery Act of 2020.

Communications Coordinator

June 2016 – December 2018

NJ Economic Development Authority: Trenton, NJ

Directed strategic communications and coordinated the concept development of communications and marketing strategies to achieve positioning milestones and data-driven communications to motivate audiences to take action.

- ✧ Created a targeted approach to client-facing communication through proactive and reactive correspondence with an average of 130+ responses per month.
- ✧ Designed and updated digital marketing collateral, brochures, advertisements, baseline and custom PowerPoint presentations, e-newsletters, media lists, and email marketing campaigns.
- ✧ Assisted in preparing and posting social media content, including content scheduling, information/content preparation, and interaction with stakeholder groups across social media platforms.

EDUCATION & CERTIFICATIONS

Master of Arts in Communication & Media (MCM), Summa Cum Laude

Rutgers University – New Brunswick, NJ: August 2020

- ✧ Dual Concentration in Strategic Organizational Communications & Corporate Purpose and Social Impact

Bachelor of Arts in Mass Communication, Cum Laude

Iona University – New Rochelle, NY: May 2016

- ✧ Major in Public Relations; Minor in Marketing

Social Media Marketing Certification – *Hootsuite Academy***Design Thinking Certified Associate – *SAP*****Enterprise Design Thinking and Agile Project Management Practitioner – *IBM*****Member and Project Management Trained – *Project Management Institute (PMI)***

TECHNOLOGY & TOOLS

Canva, SharePoint, Adobe Creative Suite, Google Office Suite, Microsoft Office Suite (Word, Excel, PowerPoint, Outlook)