



TINA L. BURTON

CORPORATE COMMUNICATIONS CONSULTANT

CONTACT

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EDUCATION

B.A., JOURNALISM

Howard University // Washington, D.C.
2005-2009

SKILLS

- Basic HTML / CSS
- Copyediting
- Corporate storytelling
- Editorial content management
- Internal communication
- Journalism
- Leadership consulting
- Quick turnarounds
- Relationship building
- SharePoint content management
- Social media publishing
- Template design
- Vendor management
- Wells Fargo branding and style application

PROFILE

Executive communications consultant, editor, writer, and employee communications champion with 10+ years of multi-industry experience.

Excels in change-heavy environments where communication needs constantly evolve. Highly adept at managing quick turnarounds. Competencies include managing internal communications functions for small and mid-sized companies with field or remote employees, relationship building across all job levels, editorial content management, crisis and reduction-in-force communication management, thought leadership blogging, and executive speechwriting.

EXPERIENCE

WELLS FARGO

Business Support Consultant // Charlotte, NC // May 2020 - Present
Manage communications for the Commercial Banking Operations business, including communications planning and delivery for the transition away from LIBOR. Drafted and delivered nearly 100 communications and resources to support, educate, and update employees about impacts related to the LIBOR transition.

Contractor // Charlotte, NC // May 2018 – May 2020

Managed internal communication, branding, SharePoint, and web page content update requests. Fastened relationships with leaders, team managers, and employees to help improve feedback loop and approval processes. Redesigned newsletter template to better provide procedure updates.

BANK OF AMERICA MERCHANT SERVICES

Internal Communications Manager // Charlotte, NC // August 2016 – May 2018
Co-managed internal communications. Enabled channel development and stimulation, and strengthened partnership with leaders. Wrote internal articles, produced video shorts, and designed graphics for intranet. Produced and published weekly internal e-newsletter and increased opens about 50% year-over-year.

SEALED AIR CORPORATION

Contractor // Charlotte, NC // April 2016 – August 2016

Executed quarterly campaign strategy for global Food Care communications. Managed the editorial calendar and partnered with regional marketing communications leaders on social media posting and press release drafting.

ASPIRE BAKERIES

Strategic Communications Manager // Los Angeles // September 2014 – March 2016
Produced communications for the North America organization with a focus on employee messaging and producing resources that support, inform, and engage employees. Produced internal news stories for the intranet. Served as speechwriter, subject-matter expert, intranet and SharePoint content manager, and on-call crisis communications support to executive and field leaders.

NEWS CORP

Consultant // New York, NY // February 2014 – August 2014

Project lead for the corporate intranet rebrand, and launch and design of the then-new global employee news portal. Web designer and content creator for the 2014 corporate citizenship initiative.