

Rhonda M. Salvestrini

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RhondaSalvestrini@gmail.com

[LinkedIn/RhondaSalvestrini](https://www.linkedin.com/in/RhondaSalvestrini)

AMixofMoxie.com

Communications Executive

Engaging communications executive with significant experience leading multi-disciplined teams in the development of communications portfolios across platforms. Collaborative and driven self-starter who develops positive relationships through emotional intelligence and a sense of humor. Solid combination of creative and strategic horsepower with a proactive mindset, persistence, and impact.

Award-winning leader who cultivates high-performance teams through authenticity and transparency.

Professional Experience

COMMUNICATIONS CONSULTANT 2008-Present
Managing Director

Manages communications across multiple industries; provides communications asset solutions; develops high-quality content; drives editorial direction of existing communications.

THE QUIN MURPHY FOUNDATION (NONPROFIT) 2017-Present
Director of Communications

Leads communications solutions for creative services, including a nonfiction manuscript, fundraising events, and PR scheduling.

- Directs all communications initiatives; drives agency management; ensures project management
- Manages all project conceptualization and leads development of content architecture; ensures consistency and alignment across the asset portfolio

FORCEPOINT 2016-2017
Director, User Assistance/Publications

Directed global team of 12 executing product publications deliverables in seven languages, for cloud-based and enterprise software, in support of 700 development resources.

- Increased productivity by 30% with modernized and lean processes for content creation of 100+ legacy publications across 10 products
- Improved client engagement by 25% and established strategic plans to drive customer satisfaction
- Partnered cross-functionally with senior leaders, internal and external customers to determine needs analysis; achieved business objectives through content design and execution
- Implemented efficient strategies and technology for best practices and content development; developed innovative approaches to enhance content quality and user experience

BAE SYSTEMS 2011-2016
Head of Publications

Earned early promotion to lead a multi-disciplined team of 25+ for communications consistency in support of 300 development resources; directed creative production and execution.

- Awarded BAE Systems Leadership award in 2013
- Achieved positive employee engagement and retention with enhanced department culture of collaboration, equality, and inclusion through employee accountability
- Developed unified content strategy for asset alignment and message effectiveness
- Partnered cross-functionally with senior leaders to determine internal and external needs analysis

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Senior Principal Manager of Publications (2011-2012)

Established high-performance publications department from the ground up; accountable for all product communications across 10 cloud-based and enterprise software products; managed team of 10+; optimized processes in an Agile environment; recruited and trained writers.

- Established standard set of publications based on content audits and data analysis; implemented long- and short-term strategic plans for lifecycle management; directed go-to-market plans
- Grew department 150% over 12 months to remain aligned with increased business requirements
- Managed project conceptualization; directed growth of content architecture

SONY COMPUTER ENTERTAINMENT AMERICA – PLAYSTATION

2008-2011

Senior Principal Manager of Communications

Directed corporate communications for business units in the United States, Europe, and Japan; partnered cross-functionally with senior leaders in support of the organizational vision, brand, and business strategy.

- Aligned internal- and external-facing communications with organizational voice and messaging
- Collaborated with authors; conducted writing seminars for improved communications development
- Co-authored, edited various magazine articles, white papers, electronic media for video games

IMAGEWARE SYSTEMS, INC.

2006-2008

Senior Manager of Publications

Transformed the culture of existing publications department; streamlined processes; directed communications strategy and editorial efforts across publication assets; mentored and trained writers.

- Managed global team of five in executing publications in support of 35 development resources
- Effectively identified performance gaps, resulting in proactive solution plans, training, and mentorship

Education

Master of Science, Organizational Leadership – National University, San Diego, CA

Bachelor of Arts, Communications – National University, San Diego, CA

Security Clearance

Top Secret – Inactive (2016)