

# Rhonda M. Salvestrini

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## Communications Executive

**Influential leader** with an expert ability to build scalable programs and teams from the ground up, utilizing best practices, process improvements, and strategic planning to promote the visibility of the organization's brand and mission across multiple channels

**Authentic collaborator** with focus on partnering with senior leaders, product groups, and cross-functional teams to develop innovative solutions to organizational design, client matters, and people practices; serves as a trusted advisor to executives and clients.

**Technical storyteller** with expertise in translating the complex into clear and comprehensive communications; leads content strategy that requires the understanding of technical information and business process.

B2C Communications | Technical Storyteller  
Messaging & Delivery | Digital Campaigns  
Organizational Leadership | Change Enablement  
Strategic Partnerships | Global Team Leadership  
People Practices | Client Communications  
Coaching & Mentorship | Stakeholder Management  
Consumer Technology | Process Optimization

### Professional Experience

#### COMMUNICATIONS EXECUTIVE

2017-2019

Teradata Operations, Inc.

#### **Head of Communications and Global Change Enablement**

Led strategic-level corporate communications and strengthened internal and external engagement related to a company-wide SaaS technology transformation in support of the Global Operations story.

- Owned global content strategy targeted across multiple delivery mediums and channels to generate support and enthusiasm for transformational changes in support of alignment with an Agile development process
- Elevated communications engagement by identifying new channels and increasing the velocity and quality of content delivery through face-to-face discussions, emails, virtual chat sessions, videos, and fireside chats
- Maximized adoption of new solutions by developing consistent messaging and change enablement plans
- Acted as a trusted advisor working in concert with executive leadership and cross-functional stakeholders to plan and guide internal and external content strategy

Forcepoint

#### **Director, User Assistance/Publications**

Directed the development and execution of highly technical product communications for cloud-based and enterprise software product deliverables in seven languages, in support of 700 development resources.

- Digitally transformed and modernized a 12-member global and remote publications team through process optimization, organizational design, and change management strategies
- Developed cross-functional policies and processes resolving capacity issues to produce content at scale
- Increased production 30% and drove client engagement 25% within 6 months
- Drove continuous improvement through process, tools, and partnerships

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The Quin Murphy Foundation (Nonprofit – Passion Project)

2017-Present

## **Director of Communications**

Directs and executes holistic communications, promotional, and public relations programs. Guides content strategy with oversight of promotional material messaging. Leads the content team cultivating the Foundation's social media presence. Authors all communications initiatives while driving agency management and projects. Establishes and manages content narratives, drives website content, and ensures alignment across the asset portfolio.

BAE Systems

2011-2017

## **Head of Publications** [2012-2017]

Headed a 25-member cross-functional team overseeing corporate communications, client communications, and brand strategies supporting 300 development resources. Led creative production, video, and social media.

- Awarded the BAE Systems Leadership Award in 2013
- Reduced 30% from the department budget by eliminating cost-prohibitive and duplicative responsibilities, and implementing learning strategies for proficiencies development
- Crafted a unified content strategy promoting asset alignment and message efficacy
- Teamed with senior leaders to create strategies for internal/external communications

## **Senior Principal Manager of Publications** [2011-2012]

Built a new, high-performance publications department from the ground up with efficient software tools to optimize production and key processes. Led a 10-member Agile team with ownership of all product communications for 10 Cloud-based and Enterprise software solutions. Recruited and mentored new writers.

- Grew the department by 150% over 12 months; established standards and best practices for content creation and lifecycle management
- Established the operating model to develop and implement content strategies across global teams
- Developed and directed go-to-market plans and processes

Sony Computer Entertainment America -- PlayStation

2008-2011

## **Senior Principal Manager of Communications**

Led the corporate communications strategy for global business units in the U.S., Europe, and Japan. Drove the development of organizational vision, brand, and business strategy in collaboration with senior leadership.

- Aligned internal and external communications with an organizational voice and message
- Co-authored magazine articles, white papers, and video game media

Communications Consultant

2008-Present

## **Managing Director**

Directs communications strategies for cross-industry clients inclusive of asset solutions, brand management, content, and editorial direction.

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## Education

**Master of Science, Organizational Leadership**, National University

**Bachelor of Arts, Communications**, National University

*Top Secret Security Clearance (inactive)*