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**OBJECTIVE** A senior-level position that will allow me to utilize my branding, corporate communications, internal communications, marketing and communications, public relations, and web content writing and management skills.

**EXPERIENCE SUMMARY**

**05-16 – present Freelance/Self-Employed donnanboddencreative** Assist clients with content strategy, storytelling creation and brand development based on business objectives and customer/end user requirements. Responsible for creating comprehensive plans for near-term and future content. Develop client content requirements and create content strategy by planning and implementing strategy across project life stages including pre-production, production and post-production cycles. Manage all components of project including research, editorial oversight, content management, content creation and optimization, content delivery, promotion and evaluation.

**05/15 – 05/16 Creative Writer (Contractor) Verizon Basking Ridge, NJ** Created and managed HR communications plans and strategies to achieve business objectives. Developed and managed new and existing content and for corporate HR intranet, portals and verticals. Worked closely with subject matter experts and customers to develop content and design that maintains brand voice. Provided research on relevant industry trends relative to content design, development and management. Managed content updates and page modifications through a Drupal-based content management system. Wrote and edited copy, as needed, for emails, intranet, and other media. Ensured branding standards were consistent and maintained across writing assignments.

**08/14 – 10/14 Content Program Manager (Contractor) Bank of America New York, NY** Managed development of Human Resources and sales content presentations for UHNW segment. Wrote, edited and reviewed content for brand tone and proper messaging; support approval, communication, execution and stewardship of core brand guidelines to ensure integrity of the UHNW brands at both national and local levels. Created and communicated written creative briefs for use by agencies (creative, advertising, packaging, collateral, merchandising) to direct concepts for effective execution of marketing programs and objectives. Supported execution of brand delivery components for nationally sponsored events. Developed detailed project completion plans, budget estimates and schedules.

Tracked and managed project budgets. Ensured completion of deliverables and adherence to time lines. Managed day-to-day operational aspects of a project, scope, budget, deadlines. Motivated teams of cross-functional disciplines (strategy, design and development) to achieve the desired project goal. Collected and documented project requirements, working with the senior manager and internal team to identify all business needs. Prepared and presented schedules, budgets and other documentation to clients. Assisted in QA efforts for assigned projects and clients. Managed, evaluated and responded to change requests and issues. Coordinated and managed third party and in-house agencies. Gathered and organized assets from subject matter experts. Published creative and secured all necessary internal approvals from key stakeholders to legal and compliance.

**04/14 – 07/14 Freelance Writer (Consultant) AXA Financial Marketing and Communications New York, NY** Responsible for developing content for annuity, employer-sponsored and life insurance websites.

**04/13 – 06/13 Interactive Content Manager (Consultant) Merck Pharmaceuticals Global Creative Services Whitehouse, NJ** Managed development of content for all aspects of the Merck Global Creative Services online presence. Wrote, edited and proofread all site content for GCS clients. Worked closely with the technical teams to maintain site standards with regard to new development. In addition, had responsibility for crafting site promotions, email newsletters and online outreach campaigns.

**10/10 – 12/12 Senior Copywriting Specialist Agency Distribution Communications Prudential Financial, Newark, NJ** Responsible for developing, editing and managing content for on-line newsletters, print collateral intranet sites, e-mail communications, invitations and promotions. Measured communications progress through surveys, focus groups and metrics. Refined and improved plans and tactics based on the results. Developed and managed internal communications plans and editorial calendar for AD intranet to implement weekly refreshes, site architecture enhancements and updates.Managed and enhanced the intranet presence for the AD content organization including overseeing the content communities. Worked closely with leadership team to identify opportunities to communicate achievements and to promote content assets.Developed and managed relationships with business partners providing counsel and developing strategic communications plans to support organizational goals.

**03/08 – 08/08 Interactive Project Manager (Consultant) eBusiness Development Group Prudential Financial, Newark, NJ** Planned, directed and coordinated activities of projects to ensure that goals or objectives of projects for website development were accomplished within prescribed time frame and funding parameters. Reviewed project plans to determine time frame, funding limitations, procedures for accomplishing projects, staffing requirements, and commitment of available resources to various phases of projects. Created work plans and multi-disciplinary staffing for each phase of project and arranged for recruitment or assignment of project personnel. Consulted with project staff to outline work plans and to assign duties, responsibilities and scope of authority. Directed and coordinated activities of assigned personnel to ensure projects remained on schedule and within prescribed budget. Reviewed status reports prepared by project personnel and modified schedules as required. Prepared project reports for management and clients. Coordinated with project personnel for technical expertise and solutions to resolve client issues.

**03/07 – 03/08 Interactive Copywriter (Consultant) eBusiness Development Group, Internet Communications Prudential Financial, Newark, New Jersey** Researched, wrote and developed content for business unit sites including Annuities, Agency, Commodities, Investments, Life, Mutual Funds and Retirement. Also responsible for developing and managing content for internal communications and intranets. Worked with designers and developers to ensure brand and compliance standards were maintained. Created and developed content for advertising, marketing and promotional vehicles for primary website. Provided editorial and creative direction for websites and intranets by conferring with clients, design and development teams, and information architects.

**10/05 – 03/06 Internal Communications Manager (Consultant) Marketing and Corporate Communications CIT, Livingston, New Jersey** Created marketing programs to increase employee awareness of and commitment to corporate and strategic business and cultural initiatives, across geographic regions and business lines. Ensured a consistent tone and voice for all business and corporate communications, both on line and print, as well as executive messaging. Provided creative direction to writers and graphic designers to develop text and graphics for collateral materials. Worked with other departmental team members to maintain effective work flow for projects. Managed cross-departmental project teams of internal customers and external vendors to define project scopes, business requirements and creative direction. Set deliverables to keep projects on schedule and within budget. Managed production process for employee newsletters from story conceptualization to final issuance. Had oversight for all aspects of employee events including the creation of invitations and employee communications and promotions, developing strategic focus of meetings, executive planning and coordination, development of executive talking points managing the meeting flow and post meeting communications. Developed and distributed all executive communications and special announcements. Created and maintained internal communications calendar. Planned and coordinated executive meetings including the preparation of strategic messaging and talking points for specific business units/regions. Planned and conducted formal and informal employee surveys by managing design and quality assurance processes. Reviewed and analyzed employee communications using metrics and user feedback. Reported results to management and implemented enhancements to improve the employee experience.

**11/03 –11/04 Market Management Consultant, Cultural Markets, Agency New York Life Insurance Company, New York, New York** Researched, wrote and edited content for marketing collateral including advertising creative, brochures, presentations, and seminar programs. Developed, researched and wrote content for print newsletters and corporate intranet and internet sites. Created and managed marketing and advertising programs for internal clients and consumer markets. Established and expanded memberships and relationships with community and national organizations. Developed and managed events and promotions to increase brand awareness among consumers and employees.

**4/03 – 09/03 Writer, Life and Annuity Marketing (Consultant) New York Life Insurance Company, New York, New York** Researched, wrote, and edited content for marketing collateral including advertising, brochures, concept papers, and postcards. Managed and coordinated design and production activities. Developed and wrote content for electronic newsletters, intranet and web sites.

**12/00 – 11/01 Editor/Writer, Agency Communications (Consultant) New York Life Insurance Company, New York, New York** Researched, wrote, and edited content for newsletters, magazine publications and intranet sites. Developed content, design concepts and layouts for inserts, product roll-outs and publications inserts. Developed story ideas and editorial content. Managed design and pre-press preparation with internal graphics design unit and coordinated publication production and distribution with external printing vendor. Trafficked and fact-checked content through compliance, legal and internal sources. Managed and provided direction to freelance writers and graphic designers.

**04/00 – 11/00 Account Supervisor, Employee Communications TSI Communications, New York, New York** Managed accounts and teams for client employee communications; clients included IBM and Honeywell. Researched, wrote and edited content for employee publications and intranet sites. Developed and managed press venues for clients including tours, trade shows, and conferences. Provided strategic communications and public relations planning and press support as needed.

**04/99 – 04/00 Senior Communications Specialist, Public Affairs Westvaco Corporation, New York, New York** Researched, wrote, and edited copy for speeches, video presentations, press releases, position papers, annual reports, quarterly statements, and newsletters. Responded to media inquiries and provided feature placement. Developed event, corporate, and media communications plans. Developed employee publications to communicate changes within corporate structure. Assisted various departments with public relations, marketing planning and feature placement.

**11/89 – 04/99 Writer/Senior Public Information Officer, Corporate Communications NJ TRANSIT Corporation, Newark, New Jersey** Researched, wrote and edited annual reports, brochures, external and internal newsletters, speeches, intranet and Internet publications, video and slide presentations. Managed permit coordination and site logistics for film and video permits; clients included International Creative Management, *Elle*,

Tiffany & Co., Intermix, Paramount, Ralph Lauren, *Vogue* and Univision. Managed publications and event budgets. Developed and implemented public relations, large-scale special event and corporate communications programs.

Oversight for publications design, production and management of vendor selection for printing and other services. Responded to media inquiries, researched and wrote copy for press releases, board reports and media alerts. Coordinated and managed press events for new services, key announcements and board meetings. Managed feature placement and crisis communications with internal sources and major media including television, radio and websites. Wrote speeches and event briefing content for senior management.

**02/87 – 11/89 Communications Specialist, Employee Relations, Human Resources NJ TRANSIT Corporation, Newark, New Jersey** Researched, wrote and edited copy for brochures, programs, internal newsletters, and video presentations. Created and managed employee orientations and programs. Developed and implemented employee and special events programs.

**EDUCATION** Bachelor of Arts, Rutgers University, 1986 - English major; minors in Theater and Film studies Public Relations Certification, New York University, 1990

**COMPUTING SKILLS** Macintosh and PC computer platform proficient Content Management Systems: Drupal, Lotus, SharePoint and Word Press Proficient in Microsoft Word, Microsoft Excel, Microsoft Project, Microsoft Office, PowerPoint, Adobe Acrobat and Adobe Photoshop