

Colleen M. Stone

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EXPERIENCE

Communication Manager

October 2020 - Present

Danbury Mission Technologies | Danbury, CT

Develop communications and marketing strategies for a leading government space and defense contractor.

- Led employee divestiture communications campaign for IT, Enterprise Resource Planning and HR transformation
- Ensure consistent execution of messaging and brand principles in all corporate and marketing communications - direct others on how to align brand voice and tell our story effectively
- Consult with senior leadership including company President to provide full communication support
- Develop and execute the internal communications strategy: defined an editorial calendar, set the tone of communication in line with our company culture, chose internal communications channels and tools
- Plan, edit, write and design content for employee communications, board meetings, newsletters and email

Communication Manager

July 2019 - May 2020

Hexcel Corporation | Stamford, CT

Developed internal and external communications and marketing strategies for a global leader in composite technologies that broke through industry standards, built brand awareness and amplified our content development and reach.

- Educated and empowered 7,000+ global employees through the implementation of an internal content strategy
- Brought Hexcel's brand to life through development, design and execution of Hexcel's global social media strategy
- Developed internal content calendar - curated, wrote, formatted and proofread 15-20 news items per month
- Worked cross-functionally to support communications needs across the company
- Content curator for internal and external digital channels, including marketing materials, social media, company website, advertisements, emails, events, presentations and newsletters
- Curated, translated, produced and delivered quarterly newsletter in English, French, Spanish and
- Directed company brand advocates to amplify Hexcel's story through local communications and content development

Senior Communications Associate

September 2016 - July 2019

AECOM | New York, NY

Expanded the communications and marketing strategy for the East Side Access construction project, the largest transportation infrastructure project in the US.. Used technical and storytelling skills to develop compelling content to raise project awareness.

- Curated, created and edited written and multimedia content for multiple channels, including employee communications, website updates, social media, photo and video content, project intranet and marketing materials
- Built relationships and collaborated with project staff to curate and create versatile content to tell the project story
- Supported the MTA Chief Development Officer and leadership team with PowerPoint presentations and messaging
- Increased project awareness by working with client teams to teach them social marketing strategy, launched and managed the project Instagram, Facebook, and Twitter resulting in 3,000+ followers in one business quarter
- Construction photographer, videographer responsible for capturing and producing project progress photos and videos
- Coordinated and led project tour program to improve public perception and educate stakeholders

Event Marketing and Communications Specialist

June 2013 - August 2016

IBM | Remote/Somers, NY

Improved customer relationships and brand awareness by planning, managing and executing IBM event experiences

- Created the ultimate customer experience through thoughtful event execution and value-added content strategy
- Engaged audiences through multifaceted campaigns, including booth design, ads, marketing materials and social media
- Executed conference logistics, negotiated contracts up to \$100k and led the project team (product marketing managers, social media team, booth design team, speakers, staff) for events ranging from 20 to 5,000 people
- IBM brand ambassador empowered employees to understand our products and brand to amplify our external reach

EDUCATION

Hunter College | Bachelor of Arts in Media Studies

May 2013

SKILLS

Content Development - Presentation, Writing, Graphic Design, Videography, Photography, HTML • Internal Communications Social Media • Executive Communications • Adobe Creative Cloud - Photoshop, Premiere, InDesign, Illustrator • AP Style