



CARMEN HOLLINGSHEAD

CORPORATE COMMUNICATIONS

CONTACT

 (801) 800 - 6367

 carmen.c.hollingshead@gmail.com

 www.carmenconcetta.com

SKILLS

Corporate Communications

Employee Engagement

Adobe Illustrator, Premiere Pro, InDesign

Project / Event Management

Microsoft Suite | Google Suite + Analytics

EDUCATION

Associates of Science

Utah Valley University

2010 - 2012

Courses in Mathematics, Business Statistics, and Business Management

Additional Courses

Brigham Young University

2012-2016

Courses in Communications, Public Relations, Digital Design, Marketing, & Hospitality

OTHER EXPERIENCE

Utah Valley Chamber of Commerce

Student Review, PR Committee | BYU

Event Manager | BattleHaven LLC

Program Leader | Red Cross

HELLO!

As an experienced and results-driven communications professional, I am excited to collaborate with and contribute to a company with value-based goals, committed to making an impact in their community.

With a proven track record in both internal and external communications, my experience spans various industries and diverse audiences. I excel in creating communication strategies that drive both business success and employee action.

When I'm not saving the world through email, I enjoy sitting down with a good book, trying out new restaurants, or throwing themed dinner parties.

WORK EXPERIENCE

Corporate Communications | Service Creative Lead

Wayfair 2018 - 2024

- **Communication Execution:** Supported Customer Service and company-wide communications through various channels including email, newsletters, Slack, knowledge articles, social media, and training materials.
- **Communication Strategy:** Co-led a comprehensive team communications strategy overhaul, conducting focus groups, data analysis, and proposing phased roll-outs.
- **Crisis Management and Adaptation:** Played a pivotal role in managing COVID messaging, successfully transitioning over 1000 service agents to virtual work environments, and developed return-to-work initiatives post-COVID.
- **Knowledge Management:** Consolidated, redesigned, and copy edited over 700 knowledge articles, ensuring accuracy and accessibility before migrating them to a new platform.
- **Training and Onboarding:** Created comprehensive training materials and conducted training sessions for communication and stakeholder teams on various tools such as Poppulo, Canva, Staffbase, Vyond, Biteable, and others.
- **Creative Asset Management:** Established brand new workflows and curated a 'Creative Library' to centralize branding assets, facilitating easy access and support for stakeholders through a road show and educational initiatives.

Senior Service Agent

Wayfair 2017 - 2018

- **Successful FCR Initiative:** Piloted a First Call Resolution (FCR) initiative resulting in a FCR percentage increase of 5% for my team and 2% site-wide.

Guest Services | Housekeeping Coordinator

Chateau Beachside Resort, Australia 2016 - 2017

Customer Service | Compensation Specialist

doTERRA 2015 - 2016

Secretary

BYU Department of Exercise Sciences 2013 - 2014