

# CAROLYN CLARK

WWW.CAROLYNJORDANCLARK.COM

## EXPERIENCE

**GODADDY** | JANUARY 2019 - PRESENT

### SENIOR DIRECTOR, internal COMMUNICATIONS

Design and execute internal communication including corporate announcements, culture initiatives, organization and workplace change, mergers and acquisitions, and executive internal engagement. Provided strategic direction and editorial counsel to leadership, business groups, and employees. Partner closely with internal clients to develop and execute programs, create solutions for business challenges, improve tools and processes, and manage change communications. Lead communications for global HR initiatives, including benefits, performance management, annual employee survey, and more.

**AFTER EVER COMMUNICATIONS** | JANUARY 2018 - PRESENT

### FOUNDER & CONSULTANT

I've worked closely with clients like GoDaddy, Pandora, and Simpplr to build and execute strategic communication initiatives, focusing in on employee and HR communications. Speak at various industry events and conferences including IABC, Ragan, and ALI.

**YAHOO! INC / OATH.** | NOVEMBER 2007 - DECEMBER 2017

### HEAD OF GLOBAL INTERNAL COMMUNICATIONS (MAY 2014-DECEMBER 2017)

In mid-2016 I was tapped to lead the employee communication integration between Yahoo and AOL under Verizon. Until close in June 2017 I led internal communications at Yahoo while also shepherding more than 12,000 employees through a complicated integration. In June 2017 I took over as head of internal communication for the newly created Oath, now Verizon Media Services.

- Designed and executed all internal communication including corporate announcements, culture initiatives, organization and workplace change, mergers and acquisitions, and executive internal engagement. Oversaw company intranet, manager/leader content strategy, and editorial calendar.
- Provided strategic direction and editorial counsel to leadership, business groups, and employees. Partnered closely with internal clients to develop and execute programs, create solutions for business challenges, improve tools and processes, and manage change communications.
- Wrote communications for global HR initiatives, including benefits, performance management, employee recognition program, and development opportunities.
- Developed both external and internal communication plans, strategies, and messages for our Office of Inclusive Diversity. Worked closely with the national media to amplify Yahoo's culture and elevate our Head of Inclusive Diversity.
- Oversaw culture and talent external communication strategy for the entire company. Worked to ensure that Yahoo was placed in media stories highlighting office culture, our talented employees, and executive team.
- Oversaw and drove editorial content for corporate social media sites including Twitter (@YahooInc), the corporate blog on Tumblr (yahoo.tumblr.com), and LinkedIn.

### DIRECTOR OF COMMUNICATIONS (NOVEMBER 2007 - MAY 2014)

- Oversaw communication strategy and execution for Yahoo News and Yahoo Finance.
- Built and pitched external profiles of key talent (reporters, editors, and bureau chiefs), launched original video series; led communication around key events including White House Correspondents Dinner, presidential debates, Democratic and Republican conventions; and served as a liaison to key partners including ABC News and CNBC.
- Led trend programs for Yahoo Search and Flickr and served as trend spokesperson on recurring radio interviews.
- Served as advisor for product and corporate teams helping to develop consumer PR strategies around Yahoo's core products including Yahoo Search, Yahoo Mail, Flickr, Yahoo Messenger, and more. Managed strategy and production for our Web Life Editor and national spokesperson.

## CONTACT

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## REFERENCES

### SARAH MERON

Head of Communications  
Gap, Inc.  
sarah.bruning@gmail.com

### SHEILA TRAN

Head of Communications  
Opendoor  
sheilatran@yahoo.com

### BOB TOOHEY

Chief People Officer  
Pymetrics  
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### SUZANNE PHILION

Head of Communications  
Waymo  
suzkp@waymo.com

### SANDY GOULD

VP, Talent Acquisition,  
Development and Diversity  
and Inclusion  
Verizon Media  
sandyg@verizonmedia.com

## EDUCATION

### APPALACHIAN STATE UNIVERSITY

Bachelor of Science  
Communication  
2004

## AWARDS

Winner of three Yahoo division awards for performance.  
Nominated for Yahoo Super Star award (Yahoo's highest employee award) in 2008, 2009, 2010, 2012; finalist in 2011; winner in 2015.

## EXPERIENCE CONTINUED

**THE DOWN AGENCY** | JANUARY 2005 – NOVEMBER 2007

### DIRECTOR, COMMUNICATION & OPS

- Worked with clients including Donald Trump, Mark Burnett Productions (“The Apprentice”, “Rockstar: Supernova”, “On The Lot”, “Goldrush”, “Are You Smarter Than A Fifth Grader”), Yahoo, Be Jane, Inc., and more to develop creative publicity campaigns for television show launches, book launches, and new products. Media trained clients and prepared them for interviews and interaction with the media. Coordinated all public relations efforts for press conferences and red-carpet events.
- Legal & Business Affairs: Advised CEO on financial situations and helped to make decisions on new business. Developed pitch presentations for new business and presentations for current clients on publicity successes. Led pitch meetings and client presentations, alongside CEO. Worked hand-in-hand with the CEO to maintain client files, contracts, and financial information. Handled day-to-day management of office including Human Resources and IT issues.
- Served as director of intern program and maintained company website.

**NBC UNIVERSAL** | MAY 2005 – OCTOBER 2005

### PAGE

Worked various assignments at NBC Universal including Saturday Night Live, Late Night with Conan O’Brien, and The Today Show. Served as a liaison. between NBC Universal and the general public. Administered studio tours for the general public and VIP guests, processed ticket requests, and coordinated special events and live studio audiences for numerous shows taped in 30 Rockefeller Plaza.

**WCTI-TV (ABC NEWS)** | MAY 2005 – OCTOBER 2005

### NEWS PRODUCER

Solely responsible for writing, researching, and formatting all aspects of the morning news broadcast including organizing lineup, writing news, and assigning stories. Maintained executive authority of all news and assignment editor duties during shift hours, monitored scanners and breaking news, and coordinated live shots. Led and supervised news and production staff in coordination of morning news.

## ADDITIONAL EXPERIENCE

**ADJUNCT PROFESSOR** | AUGUST 2013 – PRESENT

### APPALACHIAN STATE UNIVERSITY

- Taught Crisis Communications class. A study of the role of crisis communication in contemporary organizations. Emphasis is on critical assessment of organizational readiness for a crisis and advanced crisis preparation. Students prepare a crisis assessment and crisis management plan for an actual organization/business.
- Taught Public Speaking class. An intensive practice in composition and delivery of various types of speeches with emphasis on speech structure and style.

## BOARD & VOLUNTEER INVOLVEMENT

### BOARD MEMBER

**FOUNDATION BOARD**  
MAY 2016-PRESENT  
*Appalachian State Univ. Member of the Foundation Board, which is a nonprofit 501(c)(3) organization with over \$100m in assets. The Foundation exists solely to help create the best possible learning environment for Appalachian State University Students and has provided more than \$78 million in support to the university in the past 10 years.*

### BOARD MEMBER

**SILICON HOLLAR**  
APRIL 2018-PRESENT  
*Member of Silicon Hollar Advisory Board. Silicon Hollar is dedicated to connecting, educating and inspiring high tech entrepreneurs, coders, investors and residents of Boone and Blowing Rock, North Carolina.*

### BOARD MEMBER

**PROFESSIONAL ADVISORY COMMITTEE**  
JANUARY 2019-PRESENT  
*Appalachian State University's Department of Communication advisory committee offers advice, support and mentoring to the department and students.*

### PAST PRESIDENT

**APPALACHIAN ALUMNI ASSOCIATION**  
APRIL 2016-SEPT 2017  
*Oversaw the Alumni Council, an elected group of 40 alumni who serve as an advisory council for the Appalachian Alumni Association. Lead four meetings per year driving the agenda and guest speakers. Speak at more than 12 graduation ceremonies each year.*