

Kristin Wells

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STRATEGIC COMMUNICATIONS STORYTELLING | CHANGE MANAGEMENT | ENGAGEMENT

Data-driven communications strategist with expertise in writing, consumer engagement, and campaign planning. Experienced advisor in organizational transformations, specializing in leadership development and effectiveness evaluations. Seeking to join a team dedicated to innovation, progression, and impact.

NOTABLE QUALIFICATIONS AND PROGRAM SOFTWARE SKILLS

- ◆ Strategic Communications
- ◆ Storytelling
- ◆ Content Creation
- ◆ Training and Developing Others
- ◆ Brand Strategy
- ◆ Process Improvement
- ◆ Presentation Design and Delivery
- ◆ Organizational Change Management
- ◆ Social and Digital Engagement
- ◆ Stakeholder Relationship Management
- ◆ Community Outreach
- ◆ Program Pitching and Implementation
- ◆ Programs: Canva, SharePoint, WordPress, Articulate 360, Microsoft Office Suite

EDUCATIONAL QUALIFICATIONS

Bachelor of Science | Interdisciplinary Studies - Communication & Design
Florida A & M University, Tallahassee, Florida

WORK EXPERIENCE AND CAREER PROGRESSION

Trulieve, Tallahassee, FL

Senior Specialist, Corporate Change and Communications

July 2020-Present

- ◆ Launched a seamless, 4-week corporate New Hire Orientation process to improve retention rates (40% in Q4) and offer a consistent foundation of knowledge in all locations
- ◆ Structured change communications and readiness framework to ensure alignment with company mission, brand messaging and manager preparedness
- ◆ Advises L&D and Corporate Responsibility teams on Diversity and Inclusion initiatives
- ◆ Leverages surveys and insights to prepare risk assessments and gain active sponsorship

Florida Department of Revenue, Tallahassee, FL

Lead Communications Committee Member

February 2018-July 2020

- ◆ Appointed by Supervisor and Communications Manager to coach a team of 7 to execute innovative communications strategies and create presentation materials for the department
- ◆ Authors internal communication and training resources for 5,000 employees
- ◆ Presents fact sheets, action plans, outreach initiatives and consumer feedback surveys to senior management to prepare for the release of the weekly email newsletter
- ◆ Streamlines content creation process and categorized content library for additional accessibility
- ◆ Awarded with 3 department recognitions for commitment to improving the culture, advocating for newer technologies and designing the organization's new PowerPoint template

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Operations Review Specialist *(Promoted from Revenue Account Specialist after 5 months)* **August 2017-July 2020**

- ◆ Directs and organizes department meetings to establish collaborative objectives for stakeholders; fosters effective relationships and team building within cross-functional units
- ◆ Designs interactive digital content, enhancing visual communications and user experience; reports demonstrate increases in user engagement by 30%
- ◆ Generated on-brand informational and conversational chatbot responses for web users
- ◆ Utilizes HP Project and Portfolio Management to track performance and monitor project development; implements modifications to improve operational efficiency (13% to date)

Account Specialist II **March 2017-August 2017**

- ◆ Managed 50 accounts per week, utilizing customer relationship management (CRM) tools to update customer records and corresponded with authorized business partners
- ◆ Resolved processing delays; contributed to increase of 30% operational efficiency
- ◆ Tracked client interactions, details on complaints, comments, and notes on actions taken, maintaining confidentiality of sensitive information of child support enforcement services

Greatness, Inc., Tallahassee, FL **Multimedia Trainee/Specialist** **August 2016-March 2017**

- ◆ Spearheaded data mining project to initiate 300 brand partnership proposals
- ◆ Contributed media coaching recommendations; reported client strengths and growth opportunities, based on televised interview evaluations and social media activity
- ◆ Redesigned presentations and edited speeches for Don Yaeger's leadership seminars
- ◆ Assisted the Multimedia Director with video and sound production for live webinars

Florida Department of Health, Tallahassee, FL **Regulatory Specialist II- Communications** **August 2015-August 2016**

- ◆ Distinguished as the top performer for communication efficiency and customer service to applicants, licensees and the general public; earned a 98% approval rating in Q3 surveys
- ◆ Briefed 15 licensing boards on customer insights and practitioner correspondence
- ◆ Identified user interface improvements to boost digital application downloads by 45%
- ◆ Appointed by leadership as a trusted training resource and damage control mediator
- ◆ Created and updated training manuals for licensure system to be added to shared drives

PRACTICUM EXPERIENCE

Capital Outlook, Tallahassee, FL **Outlook Writer** **August 2016-December 2016**

- ◆ Published 8 feature articles for digital media and print outlets
- ◆ Edited copy weekly prior to print; protected newspaper credibility
- ◆ Explored community trends to increase audience engagement; pitched 20 story ideas
- ◆ Developed relationships with reliable news sources and media contacts