



# MIKE SOCKOL

SENIOR  
COMMUNICATIONS  
LEADER

## WHO I AM

Storyteller, writer and creative leader with experience implementing internal, executive, and digital communications strategies that align with business objectives and deliver clear, concise messaging for diverse global audiences.

## SKILLS & ABILITIES

Executive Communications •  
Employee Engagement • Public and  
Media Relations • Crisis  
Communications • Web and Media •  
Content Strategy and Delivery •  
Community Relations • Teaching and  
Coaching

## EDUCATION

### COLGATE UNIVERSITY

BA in History and Political Science, *cum laude*

## EXPERIENCE

### SENIOR VICE PRESIDENT, CITIGROUP

#### 2012 TO PRESENT

- Provide internal, digital and executive communications counsel, content creation and strategies, planning, and execution in support of several business units and functions within the Global Consumer Bank, including Global Cards, Global Commercial Bank, Digital Payments, Digital Client Experience, FinTech and Operations & Technology.
- Delivered executive speeches, talking points, town hall presentations, internal emails and blog posts. Achieved consistently high survey scores (80 to 90% range) for message comprehension and speaker credibility.
- Developed, launched and manage updated departmental Intranet site (8 million page-views in 2017), email newsletter (65% open rate), and a social media site on Jive platform.
- Developed executive and employee communications to support global cultural transformation initiatives within organization employing over 140K employees worldwide.
- Developed professional training series on storytelling, presentation skills, and executive communications for Cards and Risk.

### ADJUNCT INSTRUCTOR, NEW YORK UNIVERSITY

#### 2015 TO PRESENT

Teach strategic communications and content strategy classes to graduate students at New York University's School of Professional Studies. Participated in development of curriculum for two PR writing courses.

### CORPORATE VICE PRESIDENT, NEW YORK LIFE

#### 2011 TO 2012

Directed all strategic marketing and content development for internal IT department with \$300 million budget and 1,200 U.S. employees. Managed \$700,000 budget and six-member team responsible for executive communications, employee engagement, enterprise-wide technology communications, and the daily management of the departmental Intranet site.

### SENIOR DIRECTOR, GLOBAL CROSSING

#### 2002 TO 2011

Developed and executed internal and executive communications and content strategies for global telecommunications company that

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## COMMUNITY SERVICE

Elected to three terms on the Holmdel Township school board with responsibility for the review and approval of communications, policies, annual budgets, administrative actions, and staff hiring.

Appointed to serve on Monmouth County (NJ) Library Commission.

## JOURNALISM

WWSA-WCHY FM, Savannah, GA

KWIC-FM, Beaumont, TX

KJAC-TV, Port Arthur, TX

WMUR-TV, Manchester, NH

## INDUSTRY AWARDS

League of American Communications Professionals, Holmes Report, Web Marketing Association, Massachusetts Interactive Media Council, PR NEWS, PRSA, CIPRA, SABRE, and NE Publicity Club.

## CONTACT

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addressed high-profile crises and challenges, including bankruptcy, organizational transformation, employee layoffs, four corporate acquisitions, changing business strategies, product launches, and natural disasters.

- Coached global team of four to six reports and multiple contributors responsible for the daily production of online employee publication rated #1 source for corporate information by employees in annual internal surveys. Read three times a week by 90% of global workforce (65% daily).
- Worked closely with senior executives to develop award-winning proactive initiatives to maintain positive work culture in every region resulting in 55% improvement in employee engagement during period of crisis and change.
- Executed successful communications blitz educating employees on the value of Level 3's acquisition of Global Crossing. 77% of those surveyed said they understood why it made sense to combine the two companies.

## SENIOR VICE PRESIDENT, MAKOVSKY & COMPANY

### 2001 TO 2002

Recruited to launch first Interactive practice for award-winning independent PR agency. Reported to executive vice president of Technology Practice. Member of the agency's senior leadership.

## EXECUTIVE DIRECTOR, BRODEUR WORLDWIDE (OMNICOM)

### 1996 TO 2000

Member of senior team responsible for the day-to-day administration and growth of Interactive practice at Omnicom-owned PR agency.

- Led team of five project managers that delivered award-winning and ground-breaking Web communications and external content strategy projects for Fortune 1000 companies, non-profit organizations, and technology start-ups.
- Designed 3M's first Post-it Notes web site, created a blog-based content strategy for U.S. WEST, wrote comprehensive analysis of corporate newsrooms for IBM, and led the team that built a global "Extranet" for Philips Electronics that mimicked SharePoint before there was SharePoint.

## DIRECTOR OF MARKETING, DE CORDOVA MUSEUM & SCULPTURE PARK

### 1991 TO 1996

Managed marketing, content, and promotion of art exhibitions, educational programming, summer concert program and specialty store at one of New England's top contemporary art museums. Developed and coordinated communications and content strategy campaign to support \$7 million fund-raising effort, which quadrupled original target goal.