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| MikeSockol | 6 Wildhedge LaneHolmdel, NJ 07733732.682.8361msockol@comcast.net |

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|  | Senior internal Communications Leader |

* Storyteller, writer, and creative leader with proven ability to write, design and edit print and online employee communications that align with organizational objectives and produce clear and concise messages for diverse audiences.
* Demonstrated ability to build trust-based associations across multiple businesses and functions and manage stakeholder expectations at all levels of a matrix organization.

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|  | Skills |

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| * Executive Communications
* Public and Media Relations
* Web Strategy and Development
* Storytelling and Journalism
 | * Employee Communications
* Crisis Communications
* Social Media and Employee Engagement
* Messaging and Branding
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|  | Experience |

## Senior Vice President | Citigroup, NY, NY

### 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, NY, NY

### 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, NY, NY

### 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 and redesign of the departmental Intranet site.

## Senior Director | Global Crossing, Florham Park, NJ

### 2002 to 2011

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

**SOME ADDITIONAL WORK ASSIGNMENTS**

## Senior Vice President | Makovsky & Company, NY, NY

### 2000 to 2002

## Executive Director | Brodeur Worldwide (Omnicom), Boston, MA

### 1996 to 2000

## Director of Marketing | DeCordova Museum & Sculpture Park, Lincoln, MA

### 1991 to 1996

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|  | Education |

## BA, History and Political Science| Colgate University, Hamilton, NY

## Certificate in Social Media | Seton Hall University, South Orange, NJ

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|  | community Service |

## School Board Member | Holmdel Township, NJ

### 2010 to Present

Elected to three terms on the governing body of one of New Jersey’s highest rated school systems with responsibility for the review and approval of communications, policies, budgets, administrative actions, and staff hiring.

## Member | Monmouth County (NJ) Library Commission

### 2009 to 2010

Appointed to the advisory board responsible for the oversight of a countywide library system with branches in more than a dozen communities and a budget of over $20 million.