

LINDA NORELLE BROWN

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Senior Communications Leader, Trusted Advisor and Strategic Partner to Executive Leadership who delivers communication strategies and initiatives that convey company goals and objectives, mitigates risks, elevates brand and reputation and drives employee engagement. Specializes in providing counsel and support for C-suite executives and other business leaders. Expert in building and leading high-performance teams. Skilled communicator with a reputation as a "go-to" resource with B2B and B2C experience.

- Internal/HR Communications
- PR/Media Relations
- Social Media
- Team Building/Mentoring
- M&A Communications
- Community Engagement
- Crisis Communications
- Vendor Relations
- Change Management
- Budget Planning
- Program/Project Leadership
- Event Management

PROFESSIONAL EXPERIENCE

HUNTINGTON NATIONAL BANK, Columbus, OH

December 2010 - Present

Huntington Bancshares is a \$104B asset regional bank holding company headquartered in Columbus, OH.

Senior Vice President, Corporate Internal Communications Director

Responsible for the strategic oversight and management of internal communications, acting as "voice" to 16,000 colleagues, leading a professional team and reporting to the Head of Corporate Communications. Serve as a liaison to CEO and Executive Leadership on key messaging (CEO messages, talking points, presentations, Officer earnings calls, senior leadership meetings, internal videos, brochures etc.) to drive cohesive voice across the organization.

- Create and execute internal communications strategy and annual planning for the enterprise aligned with overall corporate goals, with a focus on business operations, executive-employee communications, and recognition programs. Introduced internal communications effectiveness process.
- Led M&A communications from announcement day through conversion for the company's largest acquisition to date.
- Oversaw the communications and project management for the company's 150th Anniversary year-long corporate Celebration which included colleague, customer and community events.
- Crafted a "new voice" for the CEO comprised of four pillars: messaging, accessibility, executive committee engagement and review/edit process.
- Led enterprise-wide culture initiative with a 30-person cross-functional team to strengthen colleague engagement; introduced corporate messaging framework highlighting new company vision, mission and refreshed values.
- Built a new Manager Communications Program to ensure information is consistently cascaded through the organization; and introduced CONNECT, a twice-a-month electronic newsletter for all Huntington Managers.
- Oversaw the redesign of a new corporate intranet that continues to drive engagement and grow readership.
- Partnered with Human Resources to communicate new wellness program, engagement survey, performance management, diversity and inclusion, and other benefits and compensation related communications.

HARRY BROWN PHOTOGRAPHY, Wilmington, DE

2009-2010

Communications Consultant

- Created brand identity program and strategic web presence to promote photography services. Identified new business development opportunities to expand business relationships.

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FINANCIAL GUARNTY INSURANCE COMPANY (FGIC), New York, NY

2004-2008

Vice President, Internal Communications

Joined company post acquisition, receiving promotion to Vice President and assuming additional responsibility for charitable giving. Reporting to the Chief HR Officer, directed corporate services during period of transition, directing team of five.

- Conceived and secured management buy-in for executive, internal communications and community relations strategies for \$3B credit enhancement firm (formerly a unit of GE Capital).
- Spearheaded corporate philanthropy and volunteerism efforts, managing \$3M budget.
- Created matching gift program and developed new corporate community partnerships.
- Transformed corporate atmosphere with "Employer of Choice" strategy encompassing new internal brand identity program, CEO town hall meetings, new employee handbook, employee assistance program, senior management meetings and corporate events.

GE CAPITAL (FGIC), New York, NY

2000-2003

Communications Leader/Marketing Communications Leader

Recruited to drive internal communication and marketing communication initiatives and brand visibility through US, London and Paris offices.

- Led media and reputation management strategy; issued press releases, working with trade, business and financial press; served as media spokesperson to ensure unified messaging. Refined company brand by crafting and executing promotional program. Directed team of three; managed \$ 1.4M budget.
- Directed corporate crisis and reputation management and messaging surrounding 9/11 terrorist attacks; instituted 24-hour phone and email monitoring; provided updated reports to CEO on local conditions.
- Spearheaded community engagement program and created a library in NYC's largest housing community center in Harlem which serves 1,400 children and houses over 2,000 books.
- Orchestrated comprehensive internal/external communications associated with company acquisition, teaming with senior executives and buyer's group representatives.

ADDITIONAL EXPERIENCE

METLIFE, New York, NY

1989-2000

Managing Consultant/Internal Communications (1996-2000)

- Led team of four to develop, plan, write and implement corporate news, policies and programs for 40,000 employees through print and electronic vehicles.

Communications Consultant/Human Resources (1989-1996)

- Developed, wrote and implemented communications for various HR programs and initiatives.

JOHN WILEY & SONS, INC., New York, NY

1986-1988

Publicity Associate/Public Relations

- Wrote press releases for business, travel and psychology books and created author hometown publicity program that increased newspaper, radio and television publicity for trade titles and fostered strong author relations.

EDUCATION

Bachelor of Science, Public Relations, College of Communication, Boston University, Boston, MA