

LYNN COSTA

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SUMMARY

Versatile corporate and change communications leader with expert strategy, planning, writing and design skills who aims for 100% stakeholder adoption of complex initiatives and technologies to fuel business growth and promote overall change as a critical component of team success

SKILLS

- Leadership, business and change management communications strategy, planning and execution
- Brand creation, management and advancement, writing, design, website, social media, video production
- Microsoft 365, Adobe® Creative Cloud, Viva Engage, Vyond

PROFESSIONAL EXPERIENCE

Optum

Aug 2022 – Nov 2024

Senior IT Change Communications Manager

- Led change management communications for large- and small-scale internal Optum technology transitions (tech tools and systems, third party staff outsourcing, operations model transition)
- Spearheaded internal communications, including strategy, planning, implementation and maintenance of:
 - Editorial calendar
 - SharePoint (content creation, sites, pages, memberships, repositories, lists, standards/guidelines, etc.)
 - Video production (script, animation, design)
 - Leadership presentations
 - Newsletters
 - Feedback/survey development
 - Communications data analysis (via email, surveys, SharePoint)
 - IT project messaging and updates
 - Global recognition event communications
 - Weekly tech updates
 - Communications distribution strategy
 - Organizational announcements, job opportunities
- Created “voice” of internal tech communications and leadership
- Performed all graphic design for all communications in alignment with corporate visual brand standards
- Developed/maintained UHG/Optum network partnerships to ensure brand alignment through collaboration
- Volunteer user acceptance testing (UAT) pilot participant

(Transitioned: Layoff due to company downsizing)

CONTRACT

Comcast *Senior Communications Manager*

May 2022 – Aug 2022

Takeda *Senior Communications Lead – HR and People Analytics*

Oct 2021 – Apr 2022

UniFirst Corporation *Program Communications Lead*

Jul 2021 – Oct 2021

Parexel *Senior Manager, Change Management Corporate Communications*

Jun 2019 - Jul 2021

- Developed/managed communications for large-scale business and technology networks communications
- Partnered with key stakeholders across several functions for planning, testing and launching new technologies
- Managed crisis communications for newly deployed billing/Customer Relationship Management (CRM) system
- Measured success/solicit stakeholder feedback
- Developed strategic communications plan for onboarding/aligning employees and project teams with new processes and technology tools with an overall minimum of 82% user adoption rate
- Planned, developed and maintained (short- and long-term) SharePoint sites for Project Management Office (PMO) for 20+ business initiatives
- Aligned change communications (using [Prosci ADKAR](#) model) with corporate strategy and practices

General Dynamics Information Technology

Jan 2018 - Apr 2019

Senior IT Communications Manager

- Planned/executed strategic executive communications (intranet, newsletters, reports, presentations, scripts)
- Provided communications guidance and work leadership to IT executives and project managers
 - Gained a 20% increase in feedback and pilot participation by creating an IT voice to guide over 60,000 employees through complicated IT processes and technologies

- Lowered calls to the IT Service desk by 10% through effective communications
- Developed unified message for IT change resulting in 86% of audience perspective
- Determined audience acceptance and engagement through data analysis (IT Service Desk, surveys, workplace analytics (WpA), Workday®, SharePoint analytics, etc.)

(Transitioned: Layoff due to company restructure)

Brammer Bio (now part of Thermo Fisher)

Feb 2017 - Dec 2017

Senior Communications Manager

- Led and managed this [CDMO](#)'s brand, inclusive of all internal and external communications
- Authored and designed CEO messages, all-hands meeting presentations, video scripts
- Drove brand management, vendor, project and budget cost efficiencies
- Scaled employee satisfaction by 32% by collaborating with HR to bolster recruitment/onboarding/programs
- Set-up internal brand store for employee promotion of Brammer's CDMO services (94% employee engagement)
- Wrote/designed high-impact print and digital media promotions (e.g., corporate website, social media, advertising, press releases, tradeshow and conferences, community events)
- Managed partnerships with PR Newswire, branding agency and vendors
- Generated a 65% increase in media exposure by revamping the website and overhauling brand content, design
 - Applied SEO to gain more visibility on the web
 - Developed a media and public relations strategy to introduce this small CDMO to diverse industry audiences

(Transitioned: Foresaw company divestiture)

Lifespan (now Brown University Health)

Jan 2016 - Feb 2017

Senior Communications Officer

- Developed agency's marketing and brand strategy
- Developed and implemented all agency communications, including public relations, marketing, internal communications (newsletter, email messaging, facility updates, etc.) and audit communications
- Led internal and external budget for Lifespan's newly acquired behavioral health agency
- Identified key speaking and community opportunities for clinical and resource staff
- 100% revamp of agency's multiple program websites, social media and marketing collateral

(Transitioned: Layoff due to company restructure)

MetLife, Inc.

Oct 2015 - Jan 2016

Content Developer (Contract)

- Delivered voice of the customer (VOC) communications and standardized system forms

Cabot Corporation

Feb 2001 - Oct 2015

Senior Communications Specialist

- Implemented strategic internal/external communications and core positioning and messaging for functions and businesses for long-range and annual plan
- Wrote, designed and distributed global C-suite and business communications (scripts, videos, presentations, messages, press releases, shareholder annual reports, sustainability reports, newsletters, program materials)
- Managed budget and vendor transactions including negotiation of a 55% lower agency fee for a photography agency's tour of 11 international Cabot facilities representing all regions (photography still currently used)
- Co-developed new company brand and guidelines - Trained employee teams resulting in 87% employee adoption of new brand guidelines
- 100% success in meeting aggressive project deadlines (92% success rate in exceeding deadlines)
- Contributed to social media presence with strategy, website assets, marketing materials and content
- Developed go-to-market presentations and programs for sales teams and executives as well as corporate trade shows and customer meetings

(Transitioned: Layoff due to company downsize)

EDUCATION

University of Massachusetts - Dartmouth, MA Bachelor of Arts, English/Writing Communications

AWARDS

Cabot Corporation Recognition Awards and the Samuel W. Bodman Awards for Excellence; Optum recognition awards