

## Meredith S. Hunt

Austin, Texas

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### **SUMMARY OF QUALIFICATIONS**

With more than 20 years of communications/content strategy experience, I help businesses meet their organizational objectives; enhance employee engagement; develop high-quality content; and advise leaders on communications strategy. Skills and experience: communications planning; speechwriting; blogging; social media development; video storyboarding; public relations; business development, marketing, and proposal writing; and copywriting for public and private companies, international associations, not-for-profits, and small businesses.

### **PROFESSIONAL EXPERIENCE**

#### **Hunt Communications LLC**

**May 2016 – Present**

*Owner/principal*

- Craft compelling stories and messages to help businesses (corporations, small businesses, and not-for-profit organizations) inspire and engage with key internal/external audiences.
- Services: speechwriting, website and video content development, ad/brochure copy, press releases, resume/biography development, newsletter and blog content, articles/op-eds, ghostwriting, editing, and communications consulting.
- Global clients include: Professional services firm (Multinational, based in London); Consumer packaged goods conglomerate (Multinational, based in Paris); Manufacturing services company (US/Mexico).
- U.S. clients include: National not-for-profit organization; Economic development consultancy.

#### **Deloitte Touche Tohmatsu Services (Global office)**

**2014 – May 2016**

*Senior manager, Marketing, Communications & Learning (Outreach), Global Knowledge Services*

- Led team of 13 professionals (three in the U.S. and 10 in India) to develop marketing, communications and training materials for use in 150 Deloitte countries
- Developed and executed internal communications to increase awareness of knowledge management initiatives and drive their adoption throughout Deloitte's global organization
- Served as internal communications lead for Global Chief Knowledge Officer
- Received "Outstanding Performance Award" in May 2015 for effective restructuring of Outreach team and "Applause Award" in January 2016 for presentation to CKO Forum (Big 4 knowledge management leaders)

#### **Deloitte Services LP (U.S. national office)**

**2011 – 2014**

*Senior manager, Internal Communications (Mergers and Acquisitions and Federal practices)*

- Led internal communications for national Mergers & Acquisitions (M&A) Services team and served as advisor to Federal practice communications team. Contributions included:
  - Developed and executed internal communications plan aligned with strategic priorities, including distributing messages through multiple channels (practice announcements; social media; newsletters; Deloitte Intranet; video)
  - Collaborated with M&A colleagues in Knowledge Management, Marketing, Public Relations, to strengthen and expand M&A messages internally and externally
  - Served as lead editor of weekly *Federal Insider* newsletter and advised on other Federal communications
- Served as Learning & Development lead for U.S. Communications team (100+ professionals), which included identifying, assessing, planning, and executing learning events; received "Applause Award" in May 2014.

*Manager, Internal Communications (U.S. Chief Executive Officer)*

**2008 – 2011**

- Managed communications projects for U.S. chief executive officer (CEO) of Deloitte LLP, including:
  - Remarks, presentations and briefings for internal and external speaking engagements
  - Materials that aligned with CEO priorities (examples: video scripts, column to firm partners, articles for leader/staff Intranets, news alerts, client letters)
- Developed and executed communications prior to opening of Deloitte University (DU), including:
  - Communications about facility (examples: informational videos, interactive schematic, fact sheets, Intranet site and story development, road shows, site tours, digital communications, microblog and discussion board)
  - Drafted case study that was instrumental in achieving Leadership in Energy and Environmental Design (LEED) gold certification; also shared DU's "green story" through signage, eco-brochure, and Intranet

- Communications to foster a “distinctly Deloitte” environment at DU (examples: employee art program, room-naming campaign)
- Received “Outstanding Performance Awards” in 2010 and 2011 in recognition of exemplary work

**Deloitte Services LP (Central U.S. regional office)**

**2004 – 2008**

*Proposal lead, Marketing, Communications and Business Development*

- Developed client proposals throughout seven-state region, generating \$23 million in new business revenue
- Managed regional marketing special projects, including newsletter, annual report, and information repository
- Received “Applause Awards” in 2005 and 2006 as recognition of exceptional performance
- Co-led Austin Office Environmental Initiative

**Deloitte & Touche Central Europe; Prague, Czech Republic**

**2000 – 2003**

*Regional manager, Public Relations and Communications*

- Designed and managed internal communications and public relations activities for 17-country region in Central Europe, including events; media relations; internal/employee communications; and executive speeches and presentations
- Acted as liaison between Central European and pan-European/U.S. communications teams

**Citigroup (formerly The Associates First Capital); Dallas, Texas**

**1999 – 2000**

*Manager, Employee Communications (Credit Card division)*

- Managed employee communication activities (printed materials, newsletter, event promotions, employee recognition awards programs, and Intranet site) for 10,000 employees in five U.S. locations
- Led communications for CEO and other executives, including speeches and presentations for internal events
- Wrote “Creating Strategic Communications,” a guide for 80-member global communications team

**Meeting Professionals International; Dallas, Texas**

**1997 – 1999**

*Manager, Special Interest Groups*

- Led professional development activities for specialized groups within 17,000-member international association for hotel, convention, and meeting planning professionals
- Developed educational programs, secured sponsorships, contacted speakers, and created event communications
- Served as staff liaison for Special Interest Group Committee; organized agenda and logistics for four meetings annually; solicited and executed ideas from committee

**EDUCATION**

- B.A., English: The Colorado College (Colorado Springs, Colorado)
- Digital communications graduate studies: University of North Carolina (Chapel Hill)
- Secondary school: Porter’s School (Farmington, Connecticut)
- Spanish language studies:
  - University of Salamanca (Salamanca, Spain)
  - Center for Bilingual and Multicultural Studies (Cuernavaca, Mexico)

**COMMUNITY INVOLVEMENT**

- Freelance Austin, blog editor, June 2020 – present
- Mobile Loaves and Fishes, food prep team for homeless population, January 2020-present
- John Cheley Foundation, pro bono communications support, 2018-2019
- Eanes Elementary School, volunteer, 2014-2018
- Austin Partners in Education, second grade bilingual reading tutor, 2011-2012

**PROFESSIONAL MEMBERSHIPS**

- Women Communicators of Austin, community philanthropy team (2016-2017), 2008-present
- Forté, non-profit foundation that seeks to increase female representation in positions of leadership across the Fortune 500, 2016-present
- Freelance Austin, 2016-present