

# KATIE KAGEL

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## SENIOR INTERNAL COMMUNICATIONS PROFESSIONAL

STRATEGIC COMMUNICATIONS | CROSS-FUNCTIONAL COLLABORATION | EMPLOYEE ENGAGEMENT

Senior communications leader with extensive experience in crafting and executing internal communication strategies that boost engagement, foster alignment, and strengthen connections across distributed teams. Adept at driving strategic initiatives, managing complex projects, and delivering compelling content that supports the organization's goals.

### PROFESSIONAL BACKGROUND

#### ROI COMMUNICATIONS – COMMUNICATIONS AGENCY

COMMUNICATION DIRECTOR | 2021-PRESENT | REMOTE

Lead strategic communication initiatives for fast-growing clients, including ServiceNow, Workday, and Palo Alto Networks, driving increased employee engagement.

- Develop and execute comprehensive employee channel strategies based on surveys, focus groups, and channel audits.
- Partner with global HR, Legal, Product, and DEI teams to align communication strategies with organizational goals, ensuring cohesive messaging.
- Team with Global Benefits & Wellbeing on wellbeing and Open Enrollment communications for global employees, driving engagement with Benefits programs.
- Support DE&I clients in creating their Diversity Reports, highlighting initiatives and progress.
- Collaborate with internal teams and senior leadership to create and implement communication plans, including executive messaging, writing, intranet content, and All Hands meetings.

#### MCKESSON CORPORATION – FORTUNE 10 HEALTHCARE COMPANY; COMPANY DOUBLED REVENUE AND EMPLOYEE POPULATION DURING MY TENURE

DIRECTOR, CONTENT/CHANNEL STRATEGY; EDITORIAL DIRECTOR | 2017-2021 | REMOTE

Developed and implemented enterprise channel strategy for employee communications, ensuring alignment with business objectives and culture.

- Led a team of peers to establish processes and governance for consistent and effective employee communications.
- Created content strategy for weekly newsletter sent to 20,000+ employees, achieving average of 80%+ open rates and 12-15% CTR.
- Managed and analyzed metrics across internal and social media channels, partnering with PR teams during crises to manage communications.
- Collaborated with HR and IT to build employee app for frontline employees during pandemic, significantly increasing engagement and adoption.

**MCKESSON CORPORATION – FORTUNE 10 HEALTHCARE COMPANY**

**EMPLOYEE COMMUNICATIONS DIRECTOR | 2012-2017 | SAN FRANCISCO**

Managed HR Communications team and vendors, overseeing the development and execution of communication strategies.

- Partnered with People team leaders to develop an employer brand social media strategy, resulting in a 52% increase in CTR to Workday.
- Developed targeted communications for employees affected by organizational changes and acquisitions.
- Created and implemented a comprehensive wellness communication plan, integrating wellness initiatives into employee communications and events.
- Started and grew the company Instagram presence, beginning with a focus on employee wellness and expanding to include employer branding and crisis communications.
- Supported DE&I belonging groups with communications and built a series of templates to empower the groups to manage some of their communications.

**MCKESSON CORPORATION – FORTUNE 10 HEALTHCARE COMPANY**

**WEB STRATEGIST | 2011-2012 | SAN FRANCISCO**

Partnered with cross-functional teams to implement channel strategies for the intranet, increasing traffic year over year.

- Analyzed metrics to inform content calendar development, ensuring timely and relevant communication to employees.

**MCKESSON CORPORATION – FORTUNE 10 HEALTHCARE COMPANY**

**HR COMMUNICATIONS MANAGER | 2009-2011 | SAN FRANCISCO**

Developed strategy and communications for HR content: training, inclusion and diversity, benefits, and compensation. Managed team and vendors.

- Partnered with HR to develop and launch a multi-channel communication campaign to explain consumer-driven health plans. More than 11,000 employees enrolled, three times the goal.

**BLUE SHIELD OF CA – HEALTHCARE COMPANY**

**EMPLOYEE COMMUNICATIONS LEAD | 2008-2009 | SAN FRANCISCO**

- Developed and wrote articles, website content, and other methods of internal communication to raise awareness of open enrollment and engagement survey.
- Launched wellness program, resulting in high engagement.

**RELEVANT EARLIER EXPERIENCE**

Senior HR Communications Program Manager | Peoplesoft; Senior Marketing Manager (Acer); Communications Project Manager (Solectron)

**SOFTWARE**

Microsoft O365 | Google Workspace | Teams | Slack | Zoom | SharePoint | LumApps | Trello | Miro | Asana

**EDUCATION**

San Jose State University, San Jose CA — Bachelor of Arts, English