

MAGGIE CAGNEY

PASSIONATE COMMUNICATOR AND STORYTELLER



A LITTLE ABOUT ME

A roll-up-your-sleeves, problem solver turning ideas into actions to help people meet and exceed their goals. With 8+ years experience, I've developed a passion to uncover, carefully craft and communicate stories. Through my career – and an ever-ceaseless desire to learn something new – I've discovered a fundamental truth: my happiness is contingent on the stories of people and what makes them tick. What's different about me? My style leans more conversational, casual and authentic. Let's have some fun together.

EDUCATION

University of North Carolina at Chapel Hill | 2008 – 2012
Bachelors of Art in
Journalism and Mass Communications

SKILLS

Adobe products:

Audition, Photoshop, Illustrator & InDesign

Microsoft Office:

Publisher, Word, PowerPoint, Teams & Excel

Social media, other:

Eloqua, Facebook, Twitter,
LinkedIn, Instagram, SharePoint,
SendGrid, WorkDay, video & photography

WHAT I BRING TO YOUR TEAM

- >> Clear verbal, written and innovative communications, tailored to all levels (including C-Suite)
- >> Persuasive and proactive consulting
- >> Reaching across the aisle to build connections
- >> Being a creative, bold, status quo-challenging leader
- >> Staying curious and asking tough questions
- >> Leading with transparency, honesty and vulnerability
- >> Becoming a fixer who can step in to shift the narrative

LET'S GET IN TOUCH

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WORK EXPERIENCE

Oracle | Modernizing your business through cloud applications | 132,000 employees | Remote, CO
PRINCIPLE COMMUNICATIONS MANAGER | Nov. 2021 – Present

Responsible for driving Oracle's best-in-class platforms, processes and governance for delivering targeted messages to employees.

- Provided strategic and tactical communication counsel, specific to enterprise-wide platforms and audiences.
- Managed multi-faceted and large-scale technology initiatives under tight deadlines.
- Built strong, cohesive partnerships with communications, IT and HR partners to deliver employee-centric user design and functionality (primarily via Eloqua).
- Led "OCI Connectors," a monthly meeting gathering key influencers and communicators across the organization to align on key initiatives and campaigns.

Covetrus | Advancing the world of veterinary medicine | 6,000 employees | Boulder, CO
SENIOR COMMUNICATIONS MANAGER | Nov. 2020 - Oct. 2021

Managed global communications for employees in 25 countries speaking 11+ languages. Executed strategic communications processes and strengthened working relationships with critical business partners to drive culture change and engage employees.

- Provided strategic advice, talking points and counsel to senior executives.
- Managed the development, integration and implementation of Diversity & Inclusion strategies, including regular content, global Employee Resource Groups, and wellness initiatives.
- Played a key role to support cross-functional team on the development of new employee and manager onboarding material to rebrand and refresh the employee journey.
- Provided strategic and tactical consult to internal partners on the integration of social collaboration processes, platforms and infrastructure to support the needs of the business.
- Worked with global partners to translate messages into 11+ languages across all areas.
- Led communications, change management and education material supporting the launch of new Service Desk tool for global employees.
- Co-managed and executed social media messaging around specific campaigns.

Allstate Insurance | Protecting people from life's uncertainties | 40,000 employees | Lone Tree, CO
SENIOR COMMUNICATIONS ASSOCIATE | Dec. 2016 - Oct. 2020

Executed a data-driven, stakeholder-specific approach to drive culture change and engage employees through surround-sound communication, and strategic and cultural initiatives.

- Managed Allstate's COVID-19 internal resource site to give employees the resources they need to adapt to the pandemic and build confidence in their own ability to evolve.
- Played key role on "Future of Workplace" team to design, identify solutions for return to office.
- Oversaw the migration of company news site; measured employee content needs, providing a fresh approach at connecting with a global audience of 40,000 employees.
- Developed, managed and measured integrated communication strategies and initiatives, creating stakeholder engagement and belief in Allstate's business strategy.
- Helped effectively advance Allstate's storytelling efforts by developing story pitches; identifying optimal vehicle for sharing stories; and adapting story for that vehicle.

Allstate Insurance | Protecting people from life's uncertainties | 40,000 employees | Northbrook, IL
COMMUNICATIONS CONSULTANT | Jan. 2013 – Dec. 2016

Created and managed the development, integration and implementation of surround-sound communication strategies to drive the company's internal cultural initiatives.

- Played a key role to support cross-functional teams to launch and sustain an enterprise-wide culture change initiative, *Be a Force for Good*, to revitalize company with internal stakeholders.
- Identified and employed best practices in change management to enhance the impact of business initiatives through effective communications.
- Managed Allstate's leader newsletter/site, reaching 500 leaders; equipped managers with the info (and confidence) they needed to answer questions and address concerns.
- Hosted community relations events, coordinated and attended town halls, and served as communication support to elevate Allstate's presence in target growth markets.