

TATYANA PHELPS

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PROFESSIONAL SUMMARY

Strategic communications professional with 9+ years of experience developing and executing employee engagement, internal communications, and change management initiatives across corporate, healthcare, and agency environments. Skilled in executive communications, employee listening, stakeholder engagement, and translating complex business priorities into compelling, audience-centered strategies. Experienced in advising senior leaders, managing cross-functional programs, and leveraging employee insights to strengthen organizational culture and communication effectiveness.

CORE SKILLS & TECHNOLOGY

Integrated Campaign Strategy • Brand Storytelling & Messaging • Audience Segmentation • Multichannel Marketing • Creative Development & Content Strategy • Brand & Visual Identity • Campaign Collateral & Presentations • Social Media & Influencer Strategy • Stakeholder Consultation • Creative Direction • Project Management • Performance Insights • Sprout Social • Adobe Creative Cloud • Monday.com • SharePoint • Microsoft 365 • Copilot • Airtable • Asana • Clipchamp

PROFESSIONAL EXPERIENCE

Director of Communications | Trimont, Atlanta, GA | Nov 2025 – Sept 2026

- Advised senior leaders and cross-functional stakeholders on audience-centered messaging, channel selection, and global employee engagement across U.S., India, London, and Sydney offices.
- Managed a global employee listening initiative with the president and chief of staff across eight offices in four countries; synthesized feedback, aligned subject-matter-expert responses, and developed monthly discussion agendas, contributing to stronger participation and employee openness.
- Identified gaps in request management and launched a centralized Monday.com communications intake workflow in April 2026, replacing submissions routed to an individual inbox with team-wide visibility.
- Served as the first point of editorial review for communications developed by team members and internal stakeholders, providing strategic guidance and feedback to ensure clarity, accuracy, and alignment with organizational messaging standards.
- Proposed and launched the first executive intranet blog, advising on channel strategy and developing its name, inaugural layout, editing approach, and publishing framework.

Senior Internal Communications Specialist | Northside Hospital, Atlanta, GA | Mar 2024 – Nov 2025

- Developed branding, messaging, and multichannel promotion for the inaugural Brewing Up Belonging employee engagement event, creating digital signage, on-site posters, and campaign collateral reused for subsequent events.
- Drove communications for a complex rebrand of the Preceptor Excellence Program, partnering with a key stakeholder to translate changing requirements into clear employee-facing messaging.
- Developed the brand identity, messaging framework, and multichannel rollout strategy for a new Retirement Readiness program, creating age-tailored presentations, worksheets, and supporting materials for employees at different career stages.
- Partnered with HR stakeholders to plan communications across email, intranet, and digital channels for a workforce of 30,000+ employees.
- Provided mentorship and guidance to junior communications team members, including coaching, reviewing deliverables, and offering constructive feedback to support professional development and maintain quality standards.

Communications Specialist | Center for Internet Security, Remote | Jul 2023 – Mar 2024

- Led communications and project coordination for the K–12 Cybersecurity Report, aligning subject matter experts, messaging, editing, design, and launch deliverables.
- Reviewed internal and external communications for clarity, accuracy, and brand consistency.

Social Media Strategist | Authentique Agency, Atlanta, GA | Jan 2022 – Jan 2023

- Led the agency's first influencer marketing initiative for Cheetos' Pass the Mac campaign, coordinating discovery, outreach, and content with three creators; campaign delivered 1.78M brand Reel views, 347K+ creator views, and 24.6K engagements.
- Developed Bounce TV's Women's History Month content strategy and supported 28 integrated brand campaigns; Bounce TV campaign results included 3.15M impressions and 193K engagements.
- Developed organic social strategy and partner amplification for Jack Daniel's Straight Up Conversations, a two-part video series that generated 700K+ views and 69K+ impressions.
- Developed strategic responses to requests for proposals (RFPs), translating prospective clients' business objectives into communications strategies, campaign concepts, and new business presentations.
- Presented proposed strategies and campaign recommendations to prospective clients, collaborating with internal teams to communicate the agency's capabilities and support new business development.

Communications Associate | Campaign for Tobacco-Free Kids, Washington, DC | Jul 2021 – Jan 2022

- Developed campaign messaging and communications for the Youth Advocates of the Year Awards, including press materials and outreach to elevate youth advocacy stories.
- Built targeted media lists and conducted proactive pitching, generating 24 positive media leads.

Business Communications Consultant II | Wells Fargo, Charlotte, NC | Aug 2019 – Jul 2021

- Proposed and launched the ICC Weekly Dispatch for 1,500+ employees, using concise article summaries and direct intranet links to improve content discovery; newsletter readership increased 64%.
- Restructured SharePoint content and introduced an archive for older materials, improving navigation and reducing clutter from outdated information.
- Developed change communications plans and timely employee guidance during the rapid COVID-19 transition to remote work.

Communications Specialist IV | GA Dept. of Human Services, Atlanta, GA | May 2017 – May 2019

- Pitched and introduced livestreamed Fatherhood Conversations to reach noncustodial parents facing barriers to in-person engagement; Facebook Live participation grew from approximately 70 to hundreds of online attendees per session.
- Established content strategy for the division's inaugural Child Support Awareness Month campaign, creating weekly themes, social copy, and supporting internal newsletter messaging that informed future campaigns.
- Led creative development of the division's first mobile app commercial, assembling technology, legal, animation, and production partners; developed campaign messaging and storyboard concepts and helped guide on-set production for broadcast on Georgia PBS.
- Led communications planning for 3–4 division-wide conferences annually, including branding, agendas, executive remarks, and event promotion.
- Produced monthly and quarterly newsletters reaching 1,100+ employees and partners, while advising division leaders on presentations and internal messaging.

EDUCATION

Master of Arts, Visual Communication Design | Liberty University

Master of Professional Studies, Public Relations and Corporate Communications | Georgetown University

Bachelor of Arts, English | Valdosta State University