

# ROBERTA J. WIMBER

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## COMMUNICATIONS PROFESSIONAL

Influences business outcomes by fueling engagement and action through the communication function. Aligns employee behaviors to strategic business initiatives using communication best practices, change management principles, and social behavioral psychology. Drives transformative change and boosts employee commitment through communication.

### CORE COMPETENCIES

- **Communication skills:** oral, written, presentations, leadership messaging, stories, articles, blogs, digital signage.
- **Strategic skills:** communication management, strategic/tactical planning, program management.
- **Change management:** managing and reinforcing change, change communication support.
- **Interpersonal/organizational skills:** relationship building, employee engagement, behavior alignment.
- **Cognitive skills:** problem solving, critical thinking, analytical thinking, emotional intelligence.
- **Social/media:** social platforms, MS Teams, SharePoint, PowToon, Canva, Quark, InDesign, video production.
- **Other relevant skills:** meeting planning, collateral materials development, collaboration, soft-skills training.

### PROFESSIONAL EXPERIENCE

#### NTT DATA / RAGINGWIRE DATA CENTERS, INC. | Sacramento, CA

July 2019—October 2019

*Employee Communications Specialist*

- Developed key communications for the CEO to improve adoption of the company's acquisition.
- Learned a new, highly visible digital technology; served as the administrator and content producer.
- Influenced the HR VP to include monthly business results in the HR newsletter to provide insight into key organizational initiatives and guide employees in achieving desired outcomes.

#### AVANADE | Chicago, IL

February 2016 – April 2018

*Communications and Change Management Consultant*

- Bolstered adoption of key organizational initiatives by developing content, engaging personnel, supervising communication rollout, and performing transformative change efforts for three top-tier clients.
- Expanded client insights from 60 stakeholder interviews/assessments conducted to create stakeholder personas, stakeholder management priorities, and key messages to 2,000+ varied and distributed audience members.
- Paved the way for increased sales in the Change Management (CM) group. Identified/analyzed key issues in the business development process; recommended remedies to remove barriers; conducted communications interventions among business development personnel to reduce resistance in selling CM services.

#### EY | Chicago, IL

May 2015 – February 2016

*Employee Communications Consultant*

- Primed personnel for strategic changes and competitive activities by collaborating with senior leadership to devise and execute internal communication strategies.

#### UNITED AIRLINES | Chicago, IL

December 2011 – April 2015

*Employee Communications Sr. Analyst and Acting Manager*

- Launched and managed the IT division communication function; served as acting manager.
- Managed the day-to-day business of the IT communication function executing support services for the division, including executive communications, change management assistance, and employee engagement activities.
- Crafted executive and senior leader communications that motivated employees to achieve 94 percent adoption of a mission-critical initiative.
- Boosted employee commitment to strengthening a core technology by 93 percent; crafted meticulous strategic communication and tactical plans; effected meaningful interventions.
- Evaluated, redeveloped, and maintained the IT division's Intranet to better reflect its objectives and value.

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- Fueled employee learning/engagement by producing a monthly lecture series in collaboration with enterprise leaders to educate 1,600+ personnel about various aspects of the airline industry.
- Produced the division's monthly newsletter, writing leadership/feature articles, and securing appropriate approvals.
- Intensified the division's position as a powerful in-house agency by expounding in enterprise media about key consulting capabilities and core competencies, and by amplifying how the division adds value to the organization.
- Advanced the division's standing within the company by promoting the completion of the airline's new data center via enterprise media; increased awareness among key business units by attracting 4,500 web hits and video views.

## ACCENTURE | CHICAGO, IL

March 2011 – December 2011

*Change Management Consultant*

- Enlightened multi-level personnel about conversion to a modern technology; drove adoption among stakeholders.
- United a premier client's employees with the enterprise's future vision by illustrating and continuously communicating the journey, vision, mission, values, benefits, and anticipated outcomes of an enterprise-wide change using a complex communication campaign.

## DEVRY UNIVERSITY | Wood Dale, IL

August 2009 – March 2011

*Employee Communications Specialist*

- Promoted the launch of a new Intranet to 80K stakeholders, achieving 92 percent adoption within eight days.
- Won buy-in among 2K resistant stakeholders by leveraging a change agent network to effect behavior modification.

## UNITED AIRLINES | Elk Grove Village, IL

October 2007 – August 2008

*Communications Analyst*

- Groomed new personnel to acclimate to the Horizon Program by conducting onboarding and educational activities.
- Prepared new employees to contribute quickly to the project by creating an acclimation program that included producing best practices guides, project handbooks, team profiles, and new-joiner communication.

## UNIVERSITY OF CHICAGO | Chicago, IL

April 2003 – October 2007

*Manager of Communication, Human Resources Management*

- Initiated and grew the communications department from startup; created value by cutting costs, improving processes.
- Transformed a paper-laden Open Enrollment process to a digital process; trimmed \$50K from the HR budget by cutting consulting fees and postage costs, and by managing the communication process online.
- Produced a "how-to" publication concerning HR procedures which resulted in a 57 percent administrative error reduction; received a best practices citation from the Society for Human Resource Management.
- Upgraded existing practices (i.e., Open Enrollment communication process, Professional Development Day, Benefits Health Fair, etc.) to improve employees' experience with HR programs.
- Mobilized a cross-functional team of 25 senior University administrators in a complex, multi-year effort to review and revise 60+ personnel policies affecting more than 10K constituents. Attained desired results on time.

## EDUCATION

- **Certificate:** Content Strategy—Northwestern University (via Coursera), Evanston, IL (2022)
- **Certificate:** Social Media Marketing Strategy—Cornell University Online Program, Ithaca, NY (2021)
- **Classes:** Critical Thinking and Problem Solving, Beginner's MailChimp, Canva, PowToon (2021), Corporate Storytelling, Project Management Foundations, Social Media Writing (2018)
- **Certificate:** Prosci Change Management Methodology (2015)
- **Certificate:** Strategic Communication Management—Ithaca College Online Program, Ithaca, NY (2007)
- **Certificate:** Integrated Marketing Communication—University of Chicago, Chicago, IL (2007)
- **Master's Degree:** Journalism/Magazine Publishing—Northwestern University, Evanston, IL (2002)
- **Bachelor's Degree:** Communication/Psychology—University of Pittsburgh, Pittsburgh, PA (2000)