

Courtnei Banaci

Communications Manager

Creative communications manager with more than eight years of experience in internal and strategic communications. She has experience in internal communications, strategy editorial planning, content management, event planning, and employer branding. She is passionate about infusing internal communications, emotional intelligence, and storytelling to create better and connected workplace experiences for employees.



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MOST PROUD OF

My Resiliency

When challenges come my way, I look at them as catalysts for growth and room to develop new perspectives.

My Entrepreneurial Spirit

I seek opportunities to make change and shift culture rather than waiting for it to come to me. Critical thinking is my second nature.

My Bridge Builder Nature

Bringing people together from diverse backgrounds comes easy to me. I look for similarities in people to create connections, community, and conversation.

EDUCATION

Change Management Prosci Certified Change Practitioner

03/2023 - Present

Employer Branding Certificate

Employer Branding Academy, Universum

04/2019 - Present

B.A. Public Relations | Leadership Studies Minor

University of Maryland

04/2012 - 05/2014

INDUSTRY KNOWLEDGE

Editorial Planning	● ● ● ● ●	Content Management	● ● ● ● ●
Creative Production	● ● ● ● ●	Live/Virtual Event Production	● ● ● ● ●
Event Planning	● ● ● ● ●	Strategy	● ● ● ● ●
Emotional Intelligence	● ● ● ● ●	Project Management	● ● ● ● ●
Campaign Management	● ● ● ● ●	Recruitment/Onboarding Coordination	● ● ● ● ●
Change Management	● ● ● ● ●	Business Development and Consulting	● ● ● ● ●

WORK EXPERIENCE

Lead, Internal Communications Under Armour

08/2021 - Present

Baltimore, MD

Event Planning | Leadership Communications | Script Writing | Employee Engagement | Facilitation | Production

- Develop strategic internal communication plans for internal campaigns and activations to help increase global teammate engagement, education, and excitement across the organization
- Increase survey participation and response rate by 10% by every quarter through engagement and gamification efforts; develop and analyze surveys for internal events to identify areas of opportunities to improve the overall employee experience
- Led the change management and communication efforts for the launch of our corporate strategy intranet
- Partner with the employer brand, DE&I, sports marketing, and product team to help elevate teammate storytelling and events
- Curate and oversee the Q&A session for global town halls with executive leaders
- Establish strategies and processes for improving collaboration between the HR and communications team; partner with key stakeholders for campaigns
- Plan, coordinate, and create scripts for senior leadership and agenda for global town hall segments for 5,000+ teammates
- Develop and manage monthly editorial calendar for internal platforms; design content, and graphic design for UA's global internal newsletter, Town Hall, digital signage, and intranet
- Coordinate with retail communications to align all internal communication efforts to retail teammates

EDUCATION

Communications

Morgan State
University

08/2009 - 12/2010

INTERNATIONAL

Tanzania

Dar es Salaam

South Africa

Johannesburg

Ethiopia

Addis Ababa

Philippines

Manila

Dubai

Abu Dhabi

PORTFOLIO

Portfolio 2023 [↗](#)

"Password on Request"

WORK EXPERIENCE

Internal Communications & Employer Brand Manager Consultant

SKIMS and Good American

05/2021 - Present

Internal Communications | Employer Brand | Creative Producer | Leadership Communications

- Develop and oversee SKIMS and Good American's overall employer brand initiatives, campaigns, and special projects
- Manage and maintain SKIMS and Good American's LinkedIn page and content creation
- Develop SKIMS and Good American's VP of People and Culture, CEO, and COO leadership presence on LinkedIn
- Administer and analyze annual internal communications survey to 100+ employees
- Develop and oversee the execution of SKIMS strategic internal communications strategy for increasing employee engagement, communications, and business culture
- Develop relevant internal monthly messaging for VP of People and Culture, CEO, and COO to share with employees

Business Communications Manager

Office of Personnel Management

03/2020 - Present

Washington, DC

Internal Communications | Event Management | Program Management | Executive Communications

- Curate, create, and edit content from various offices to generate awareness about HR Solution's business development activities
- Oversee, manage, and plan virtual events (i.e., conferences, tradeshows, exhibits) for pre-production, production, and post-production (marketing, communications, and communication follow-up)
- Plan monthly virtual online All Hands meeting for 450+ employees
- Create messaging and talking points for HRS' associate director to share with leadership and employees
- Coordinate with creative agency on video production and creative visuals for OPM's audiences
- Collaborate with office directors to create communications and marketing plans for product promotion, announcements, and services
- Analyze and synthesize data into written content or visuals for agency leadership
- Develop social media plan, strategy, and creative collateral for employee recruitment campaigns

Internal Communications Manager

U.S. Citizenship and Immigration Services

02/2016 - 02/2020

Washington, DC

Editor-in-Chief, USCIS Today | Coordinator | Project Management

- Developed and implement quarterly editorial strategy, messaging, planning, and timeline for campaigns and ongoing communication initiatives to ensure a workforce of 27k+ employees are informed in a timely and relevant manner
- Partnered and coordinate with the HR office on priority messaging and campaigns for the internal newsletter
- Led and facilitate meetings with 30-50 contributors to provide thought leadership on ways to innovate storytelling through education, entertainment, and employee engagement
- Analyzed SharePoint web analytics to do quantitative analysis in order to assess content readership in order to decide on top stories for the newsletter
- Crafted monthly short-questions using SurveyMonkey to gauge employees' perceptions on topics related to agency-wide operations, campaigns, or priorities
- Led manager and curator for our weekly 'Feature Friday' campaign that focuses on highlighting one employee a week in efforts to increase employee engagement and cross-office collaboration
- Organized and communicate change for article submission process and editorial changes to audience

WORK EXPERIENCE

Brand Campaign Manager

Hanifa Co. [↗](#)

07/2019 - 12/2019

Rockville, MD

Brand Management | Concept Development | Creative Direction | Strategy + Planning

- Determine the design for 5-7 monthly newsletters and report on email marketing quarterly goals based on past campaign successes and revenue goals
- Create original content using photography, graphic design, and GIFs for promotion
- Develop creative strategy and communication roll-out plans for announcements, new line releases, sales, and celebrity, and influencer features
- Increase monthly revenue by 50% every month through email design and target audience segmentation
- Lead brand campaign strategy meetings with the founder and core team
- Collaborate with the social media manager on visuals and style guides for consistent look and feel

Event Manager

Elasticcreative

08/2018 - 08/2018

Washington, DC

Event and Talent Management

- Planned and organized an annual conference of 8 speakers for 60+ creatives
- Developed and coordinated with building management for event space blueprint, vendor and attendee layout
- Communicated regularly with talent to ensure logistics are accurate and timely for day of conference activities
- Developed email marketing communications using MailChimp to communicate updates to subscribers
- Managed and assigned 5 volunteers roles and responsibilities pre and post event

Communications Coordinator

Temsalet Kitchen

08/2018 - 11/2018

Addis Ababa, Ethiopia

Brand Management | Employer Branding

- Developed brand book, as well as the website to bring cohesion and awareness to company's brand and events
- Implemented consumer feedback tactics to measure food and service experience in efforts to improve consumer engagement
- Developed social media concepts and coordinated with media and video team to implement strategies
- Engaged and empowered company's employee to embrace leadership skills and opportunities

Residence Advisor

Education First

03/2018 - 08/2018

Washington, DC, USA

Customer Service | Event Planning | Corporate Communications

- Provided customer service to 80-100 international students monthly to ensure they experienced the company's culture at their arrival, during their stay and their departure
- Planned and executed 4 monthly cultural events that educated, informed, entertained, and engaged students about American culture in order to acclimate them to their new living environment
- Led monthly all-hands meetings of a group of 35 students to reinforce school policies

WORK EXPERIENCE

Communication and Engagement Specialist

U.S. Agency for International Development

06/2014 - 01/2016

Washington, DC, USA

Website Development and Management | Project Management | Brand Development | Employee Engagement

- Increased readership of the office's intranet by 60% through developing and redesigning the office's intranet and streamlining the content management system by building a team of 10 intranet content leads
- Established the tone, voice, messaging for the office's new brand to create awareness of the office's vision, mission and its services
- Led the office's change management process through conducting focus groups, collaborating with leadership, creating surveys and assisting with off-site leadership retreats
- Developed and implemented the Federal Employee Viewpoint Survey (FEVS) communications campaign by building a coalition of FEVS Champions while providing them a toolkit of communication material
- Planned and implemented monthly all-hands meeting for 200+ staff while advising senior management on meeting topics and goals

Development and Communication Outreach Assistant

U.S. Agency for International Development (USAID)

06/2013 - 08/2013

Dares Salaam, Tanzania

Social Media Management | Writing + Editing

- Monitored and updated mission's external website and Facebook Page, strategically designed a theme-based social media calendar for the Tanzania mission's Facebook page, coordinated with program directors in order to generate content for USAID Mission's website update
- Wrote and edited press releases for upcoming events with non-governmental organizations
- Collaborated with State Department and USAID-funded programs for logistical planning for on-site and off-site events