

Karen Mellott-Foshier
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Writer | Editor | Storyteller

25+ years of experience with global companies specializing in strategic employee and customer communications, executive communications, employee engagement, social media marketing, marketing communications, crisis communications, brand reputation management, corporate social responsibility and media relations

Experience

Freelance Writer / Blogger / Owner **kmfiswriting.com, Lakeville, Minn.: January 2019 to present**

- Launched new freelance business, created brand and website focused on travel and lifestyle blogs, book reviews, articles and photography.
- Provide external clients with marketing, writing, editing, proofing and strategic counsel on marketing communication projects such as press releases, website content, email marketing, social media marketing, marketing collateral and marketing strategy.
- Write articles and blogs weekly, post to blog website (WordPress), share on social media, engage with followers, host and participate in Tweet chats, write monthly newsletter for subscribers, develop and maintain relationships with marketing / advertising partners, create and update communication plans and editorial calendar, track and create reports on website and social media data analytics and SEO.

Corporate Communications Manager **Uponor, Apple Valley, Minn.; July 2002 to January 2019**

- Consulted with senior management, functional heads and project leaders to create strategic internal, external and executive corporate communications, marketing collateral and stories that were planned, prioritized and written for targeted audiences, which clearly delivered company objectives, increased business results, engaged employees and supported the Uponor brand.
- Wrote executive communications such as talking points, speeches, presentations, press releases, quotes and announcements on behalf of the president, CEO and senior leadership team members.
- Developed, managed, refined and applied effective mix of media (digital, print, face-to-face) and communication vehicles (employee meetings, intranet news, blogs, website content, print and digital newsletters, bulletin board posters and digital message boards, presentations, e-mail, video, social media) to reach targeted internal and external audiences throughout North America (seven locations as well as remote employees).

Karen Mellott-Foshier resume (continued)

- Executed change-management communications and strategies to support overall organizational transformational efforts especially in the area of customer experience.
- Managed crisis communications and issue management plans and communications by creating resources and protocols, key messages, talking points, official statements and customer / partner letters, identified potential issue scenarios, educated core crisis communications team members and employees about their roles during a crisis and maintained and audited the plan regularly.
- Planned and provided communications expertise and project management for companywide internal and external events to educate and engage employees, reps, customers, investors and the community about regional and global initiatives and new products, which included townhalls, all-employee meetings, lunch and learns, leadership meetings, groundbreakings, ribbon-cuttings and special events.
- Ensured consistency of company's identity, strategic direction, brand, tone, messaging and value proposition in all communications and when representing Uponor to employees, customers, investors, the community and media.

Editorial Manager / Senior Proposal and Database Writer Express Scripts / Diversified Pharmaceutical Services – Bloomington, Minn. April 1995 to July 2002

- Served as editorial manager at Express Scripts. Primary responsibilities included managing and creating internal / corporate communications for 9,000 employees located throughout several remote locations in the U.S. and Canada. Managed a \$100,000 budget and provided communications support for corporate communications, brand management, investor relations and media relations.
- Began career at Diversified Pharmaceutical Services (later acquired by Express Scripts) as a proposal and database (technical / marketing) senior writer. Responsible for researching and creating content about its products, services, benefits, financials and value proposition for other writers and specialists to respond to requests for proposals (RFPs) for healthcare pharmacy benefit plans.

Other Skills / Expertise

Translate technical and corporate jargon into easy-to-understand content for appropriate audiences / full-court strategic vision / trusted advisor for confidential information / build trusting relationships across functions / social media marketing, content, strategy and SEO / marketing communications and collateral development / product launch project management / media relations and PR / SharePoint expertise / WordPress / Salesforce Chatter / Pardot email marketing automation / Canva and MailChimp / content management systems / social media tools such as Meltwater Buzz, Hootsuite and Tailwind / digital photography / Adobe Photoshop Express / iMovie and Adobe Spark video editing / AP style proficiency

Education / Previous Experience / Volunteer Experience

- B.A.: English; University of Vermont, Burlington, Vermont
- Started career at Uponor as senior writer / editor for technical and marketing communications
- Daily newspaper journalist / photographer / freelance writer
- Development and fundraising assistant / grant writer for public television
- Communications director, Lakeville (Minn.) Hockey Association Board of Directors