

# **Karen Mellott-Foshier**

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## **Writer | Editor | Content Manager**

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

## **Experience**

### **Senior Proposal Writer**

#### **CarelonRx / Elevance Health, Mendota Heights, MN : February 2023 to present**

- Creates strategic proposal responses leveraging core content repository, develops written solutions, leveraging best practices, brand standards, innovative ideas, and reviewer insights, and project manages proposals to meet competing and quick turnaround deadlines
- Identifies, researches, creates, and edits content for the proposal database.
- Aligns multiple written communication efforts with the overall company messaging and goals.
- Partners with subject matter experts (SMEs) to develop and create alternative solutions for strategic and complex proposals to win new business and renewals.
- Serves as a communications resource for business leaders and collaborates across various areas to support enterprise-wide initiatives.
- Creates and enhances documented workflow processes.
- Initiated and created a SharePoint culture communications site, communication plan, and a regular cadence of communications to educate team members about our values and increase engagement for the remote hybrid proposal team located throughout the United States.

### **Marketing Communications Manager**

#### **Solifi, Minneapolis, MN : September 2021 to February 2023**

#### **Started February 2021 as a contract writer**

- Created content across multiple channels to support business needs and growth goals (press releases, articles, blogs, award nominations, marketing collateral, website and intranet / SharePoint content, demand generation email campaigns – cold and qualified leads); ensure customer-facing communications meet on-brand messaging.
- Project managed industry webinars and livestream panel discussions with trade publications; provided strategic direction on trending topics, and created supporting content, panel and polling questions and talking points.
- Designed and documented workflow processes for marketing communications; coordinated content translations; maintained media relations database.

## ***Karen Mellott-Foshier resume (continued)***

- Researched relevant trends and data to create content strategic direction.
- Supported senior product marketing director and leadership with content initiatives and strategies.
- Researched and identified SEO keywords to optimize online visibility.

### **Freelance Writer / Blogger / Owner**

**[kmfiswriting.com](http://kmfiswriting.com), Lakeville, MN: January 2019 to present**

- Launched 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, blog posts, and marketing collateral.
- Write articles and blogs, post to blog website (WordPress), share on social media, engage with followers, host and participate in Tweet chats and Facebook groups, 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, MN; 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.
- 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

## ***Karen Mellott-Foshier resume (continued)***

products, which included townhalls, all-employee meetings, lunch and learns, leadership meetings, groundbreaking, 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 Uponsor to employees, customers, investors, the community, and media.

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

- Served as editorial manager at Express Scripts. Managed and created 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 technical 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 at all levels of the company
- Social media marketing, content, strategy, and SEO
- Marketing communications and collateral development
- Product launch project management
- Media relations and PR
- Experience with a variety of online tools such as: SharePoint / 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 Uponsor 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, MN Hockey Association Board of Directors