

CHRISTINA (TINA) CAVITT

**36 Maple Lane
Little Canada, MN 55117**

tina@cavittbiographies.com

www.cavittbiographies.com

SUMMARY

Results-driven communications professional with extensive experience in marketing, employee and human resources communications, and biographies research, writing and publishing. Multi-faceted writer/editor, projects/events manager and video producer with established record of success in creative and effective communications.

PROFESSIONAL EXPERIENCE

CAVITT BIOGRAPHIES & CORPORATE COMMUNICATIONS – Little Canada, MN

Principal

2006 to present

- Business writing, employee communications, magazine and newsletter and e-newsletter articles, communications project management, and biography writing. See work samples at *CavittBiographies.com*. Clients and projects include:
 - Cavitt Biographies published five biographies, articles in *Twin Cities Business*, *Poosumus* magazine, the International Women's Brass Conference, *Women on Wheels* and *Drum Corps World* publications, 2008-2011.
 - UnitedHealthcare Medicare and Retirement, 2010.
 - Served as communications subject matter and creative expert.
 - Created Strategic Communications plans.
 - Designed and wrote print and electronic newsletter.
 - Edited articles from product subject matter experts.
 - Developed communications production schedules.
 - Power-On Marketing, Website content re-write for Allied Professionals, 2009.
 - RBC Wealth Management. New technology platform launch, 2007-2008.
 - Served as a member of the creative team, offering story ideas and suggestions for communications topics and dynamic communications delivery.
 - Created monthly informational/motivational kits to field offices.
 - Interviewed senior management to write executive messages to field employees;
 - Wrote feature articles for print and electronic newsletters.
 - Developed communications production schedules.
 - Supervised designers and print production personnel to produce effective and cost-effective collateral.
 - Developed and published content for RBC's intranet site.
 - Amylin Corporation, executive HR management copywriting/editing, 2006-2007.

MEDTRONIC – Fridley, MN

Communications/Organizational Effectiveness Senior Specialist

2005-2006

Partnered with executive management, internal web and graphics departments to develop Global Business Solutions (GBS) communications guidelines that supported Medtronic marketing internal brand standards; developed/implemented HR promotions; wrote/edited senior management copy.

UNITED HEALTH GROUP – Minnetonka, MN

Uniprise Communications Director

2005

- Created internal communications guidelines and standards consistent with United Health Group Corporate Communications toward creating professional and consistent global messages.
- Conducted employee interviews/focus groups and communications needs analysis of customer service centers to help create more meaningful employee communications.
- Wrote/edited senior management communications.

GUIDANT– Arden Hills, MN

Internal, Marketing and Human Resources Communications

1991-2004

Human Resources Communications Senior Associate (1996-2004)

- Created global human resources internal brand consistency, helping facilitate Guidant's growth from 5,000 individuals to a worldwide workforce of more than 12,000.
- Developed/implemented human resources communications strategies for global benefits, employee relations, compensation, management conferences and recruiting campaigns, unifying the messages of multiple and diverse business units into one powerful voice.
- Managed external writers, graphics firms and video production houses to develop award-winning support materials, recognized by peers in the field for excellence in communications.
- Built strong relationships with executive management, teaming to ghost write global messages, ensuring clear, dynamic and effective communication to large employee groups.
- Served as HR communications internal consultant, partnering effectively across multiple business units and working independently.

Employee Education & Development Associate (1994-1996)

Identified, developed and implemented corporate education curriculum, building leadership capability, and deepening the management capabilities bench, thus improving shareholder value; coached HR staff in communications, improving professionalism across diverse teams; scripted senior staff presentations for high profile awards ceremonies and corporate conferences, ensuring appropriate and effective communication strategy.

Corporate Communications Associate (1991-1994)

Wrote, edited and managed internal publications, external sales literature, general communications and audio-visual scripting; managed projects including product launches and internal employee special events.

EDUCATION

Graduate studies – Writing, University of Minnesota and St. Cloud State University.

B.S. – English, Bemidji State University.

AFFILIATIONS

Member – MN Women in Marketing and Communications and Assoc. of Personal Historians; Former long-term member – International Association of Business Communicators.

Trumpeter – MN Brass Inc, Shoreview Northern Lights Variety Band, theater orchestras and Classic Brass Inc. Regular substitute for the Sheldon Theater Brass Band.