



# Laura Porter

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## PROFESSIONAL SUMMARY

Strategic communications leader with a proven ability to bring clarity, purpose, and momentum to complex initiatives. Partner with clients across multiple industries to craft messaging that inspires engagement, drives sales and adoption, and makes change feel personal and purposeful. Keep the focus on what truly moves people, not just what moves the metrics, whether guiding the rollout of new tools, shaping culture, or building support for mission-critical programs.

## SKILLS

- Optimization of best practices
- Data analysis
- Content creation
- Stakeholder management
- Event management
- Business development
- Change management
- Strategic communications
- AI content refinement
- Group facilitation
- Sales and marketing
- Training technologies adoption

## WORK HISTORY

### CUSTOMER EXPERIENCE AND ENGAGEMENT MANAGER

09/2024 to CURRENT

Festive Road | Arlington, VA

Key Client: Amazon

#### Key Accomplishment

- **Amazon Meetings & Events Awareness and Engagement Success:** Boosted awareness of the Amazon Meetings & Events program by 2.5% per the Voice of the Customer (VOC) Survey in one quarter, meeting half of the yearly goal, and increasing Slack channel followers by 161% over a five-month period.

#### Internal Communications and Engagement

- **Drive global internal customer engagement by** creating and executing high-impact communication campaigns via Slack posts, targeted emails, user guides, and multimedia content.
- **Transform feedback into results** by proactively identifying key customer touchpoints, translating user insights into targeted messaging that drives visibility, transparency, and customer trust.
- **Recognized as a Collaboration Catalyst** for breaking down silos across Amazon Meetings & Events, fostering cross-functional partnerships that accelerate progress on high-priority initiatives and improve team alignment.

- **Leveraged GenAI** to extract key themes from large qualitative data sets, streamline content ideation and naming exercises, and transform rough notes into polished deliverables, while mitigating hallucinations through prompt engineering and fact-checking.

## PRINCIPAL

05/2015 to CURRENT

### Holler Communications, LLC | Arlington, VA

**Key Clients:** Department of Health and Human Services (HHS), PPG and NOVA Chemical (with Kirkpatrick Group), Storyboard Creative, LivePerson, Cruise Automation, CapTech, Internal Revenue Service (IRS), Lagunitas Brewing Company, Silverline Communications

#### Key Accomplishments

- **HHS LymeX Innovation Accelerator:** Developed and executed a communications strategy to engage patients and caregivers, including blogs, social media, and a Human-Centered Design report that received national recognition and led to further contract work.
- **AI Company Communications Assessment:** Directed interviews, focus groups, and surveys to assess internal and external communications, delivering a roadmap that led to improved executive alignment and messaging clarity.
- **Utility Dive Thought Leadership:** Authored article translating complex energy storage concepts into plain language, resulting in 119 white paper downloads and 108 new business leads.
- **Aerospace Internal Comm Strategy:** Designed a comprehensive plan including multi-channel content and leadership coaching, which grew survey participation by 49%, lifted supervisor communications satisfaction to 76%, and helped reduce union interest.

#### Writer / Communications Strategist

- Provide clients from diverse industries with **creative strategies and compelling marketing content** tailored to niche audiences for effective brand positioning.
- **Craft and deliver high-impact communications** that drive culture and process change; ensure content is clear, compelling, and aligned with strategic goals through meticulous editing and quality control.
- **Bring a tech-forward perspective** with working knowledge of CX/UX principles, Agile and software development methodologies, and emerging technologies to support digital transformation.

#### Internal Communications and Change Management Consultant

- **Bridge strategy and execution** by partnering with leadership to facilitate strategic planning sessions that define and communicate organizational vision, values, and operating principles.

- **Lead enterprise-wide change initiatives** by developing and executing strategic communication plans that support the adoption of new tools, technologies, and ways of working.
- **Translate insights into action** by designing and conducting employee focus groups, surveys, and interviews to measure engagement, evaluate impact, and continuously refine change management strategies.

## SR. BUSINESS CONSULTANT

07/2011 to 05/2015

### Phase One Consulting Group | Alexandria, VA

**Key Clients:** Department of Transportation Office of the Chief Information Officer (CIO), Department of the Interior (Office of the Chief Information Officer (OCIO), Forest Service National Environmental Policy Act (NEPA) Services Group, Forest Service Standard Data Management (SDM)

### *Key Accomplishments*

- **Forest Service eMNEPA Newsletter Revamp:** Redesigned internal newsletter, resulting in a 4x increase in readership through enhanced visuals and relevant content.
- **Forest Service SDM Data Research Project:** Conducted 70+ interviews and authored a solution definition document identifying barriers to data quality and access, shaping future data management practices.

### Writer

- **Revitalized communications** by writing, editing, and distributing monthly and quarterly newsletters (eMNEPA and Drupal CMS), using plain language techniques.
- **Highlighted digital transformation impact** through compelling web articles that highlighted how IT upgrades enhanced employee productivity and job satisfaction, building internal advocacy and support.
- **Amplified executive messaging** by crafting speeches, talking points, and reports used in Congressional briefings and media outreach, directly contributing to increased fiscal support and public trust in IT transformation initiatives.

### Web Content Creator & Manager

- **Produced and optimized digital content** by crafting, editing, and migrating web pages, ensuring clarity, consistency, and alignment with organizational goals post-migration.
- Served as a **strategic liaison between developers, analysts, and clients** to implement web enhancements, troubleshoot issues, and ensure ongoing accessibility and compliance.
- **Led user-focused redesign efforts** by gathering stakeholder input and translating requirements into a refreshed website experience—**improving navigation, clarity, and overall usability for diverse audiences.**

## COMMUNICATIONS CONSULTANT

06/2008 to 10/2010

Alutiiq, LLC | Arlington, VA

**Key Client:** U.S. Department of Defense, National Security Education Program (NSEP)

### **Key Accomplishments**

- **NSEP Language Flagship Brand Strategy:** Delivered branding and social media training to university grantees, strengthening national recruitment and aligning program messaging.
- **DoD Public Affairs Campaign:** Led engagement strategy and directed materials, including the 2009 Annual Review and the quarterly Discourse newsletter, targeting students, educators, and NGOs, resulting in a rise in program awareness.

### Marketing and Communications

- **Led public affairs strategy,** managing external vendors to create targeted outreach materials for NGOs, educators, students, and government stakeholders.
- **Produced key videos and publications,** wrote content, coordinated design, and oversaw final production.
- **Managed web content and social media guidance,** leading strategy sessions to help university partners enhance digital student recruitment efforts.

## EDUCATION

**Bachelor of Arts** | Communications

**University of Delaware, Newark, DE**

## TOOLS

Atlassian Tools (JIRA, Confluence), Microsoft Office 365 Suite (Word, PowerPoint, Excel, Outlook, OneDrive, SharePoint, Teams), Google Analytics, SurveyMonkey, Mailchimp, Drupal, Slack, Asana, Canva, Hootsuite, ChatGPT, Grammarly