

LYNETTE GREATHOUSE

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lynettegreathouse.com

EXPERIENCE

EXPERIAN



COMMUNICATIONS SPECIALIST

March 2016 - Present

- Strategize, shape, and distribute communications that reach hundreds of global employees
- Created and maintains an effective publishing calendar that supports multiple channels
- Successfully launched and regularly maintains content, layout, and visual assets for internal portal
- Oversee procedures and production of content for monthly employee webcast - this includes presentation decks, talking points, live video, and pre-recorded videos
- Created and introduced an efficient process to support internal content contributors through the request, drafting, scheduling, and distribution process

ACTIV HEALTH INC.



COMMUNICATIONS MANAGER

2014 - 2015

- Set-up and managed communities for brand's social media channels
- Executed public relations efforts, including writing press releases, and email pitches
- Created and executed clear and effective training program for communications, social media, and direct sales teams
- Supported company strategy and future plans by completing and monitoring large, complex projects through identifying and prioritizing activities needed to successfully reach business goals
- Managed and coordinated exceptional customer service for current and prospective users

TACO BELL CORP.



COMMUNICATIONS COORDINATOR

2013 - 2014

- Strategized, shaped, and posted internal messaging to be shared with more than 160,000 Team Members or all levels across the U.S.
- Created unique, national, engagement opportunities for Team Members
- Managed logistics and created communication strategy for national, corporate events
- Supported essential logistics, publishing calendar and reporting of communication efforts

EXPERIENCE

TACO BELL CORP.



PUBLIC RELATIONS COORDINATOR

2011 - 2013

- Manage national employee engagement programs for multiple, national product launches
- Identify and coordinate proactive media opportunities with national outlets, such as Good Morning America
- Strategized and managed Taco Bell Truck operations, creating unique engagement opportunities across the U.S.
- Supported essential logistics, publishing calendar and reporting of public relation efforts

THE WALT DISNEY COMPANY



STORE OPERATIONS TRAINING & DEVELOPMENT

2009 - 2012

- Facilitated eight hour, on-boarding training for large groups of more than 40 new employees, to instill the Disney customer service philosophy and traditions

EDUCATION

CHAPMAN UNIVERSITY

2009 - 2013



BACHELORS DEGREE COMMUNICATIONS STUDIES

Wilkinson College of Humanities
and Social Sciences



MINOR PUBLIC RELATIONS

Dodge College of Film and Media Arts



CHAPMAN IMPRESSIONS FIRM DIRECTOR

2010 - 2012

- Managed pro bono, student-run public relations firm, supporting Orange County businesses and non-profit organizations

SKILLS

- Adobe Creative Suite (Photoshop, Illustrator, InDesign, and After Effects)
- Social Media Management (Facebook, Instagram, Twitter, Tumblr, and Pintrest)
- Social Media Monitoring Tools (Radian6, NetBase, Google Analytics, and SumAll)
- Microsoft Office (Word, Excel, Outlook, and Powerpoint)
- Content Management and Documentation (IBM and Confluence)
- Traditional News Monitoring Tools (Meltwater and TV Eyes)
- Task Management Services (Basecamp and Asana)