

# Jenny Honeycutt

*Specializing in creative and technical communication*

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## Summary

Creative professional with more than 20 years of financial services communications experience. I'm looking for a role where I can combine my leadership, technical, and project management skills to deliver highly successful communications programs that meet audience and client needs and improve the user experience.

### Proven expertise

- Writing and editing
- Communicating across diverse audiences and channels
- Working with a team as well as independently
- Thinking critically
- Diplomatically resolving conflicts and issues
- Interacting with executives

### Core skills

- Content strategy
- Communication planning and execution
- Program design and execution
- Visual and document design principles
- Project and program management
- Usability testing and research

### Tools knowledge

- Adobe Photoshop
- Adobe Acrobat
- Wireframe/prototype tools
- Content management systems
- Microsoft Office
- Microsoft SharePoint
- TechSmith Camtasia
- Web analytics software
- Basic HTML/CSS/XML

## Experience

### Bank of America | Retail Banking | Communications Manager | June 2022 – present

Provide writing, editing, strategic communication management and project management to the Retail Banking Home Loans Shared Services team.

- Plan and execute communications for nine lines of business within Home Loans by working closely with process designers and designated risk governors
- Mitigate risk for the company by communicating critical updates and processes to Home Loans employees (15k+ employees)
- Write, edit and distribute Home Loans operational communications, including Knowledge Shares, Quick News, Action Alerts, System Outages, business continuity emails, crisis communications, and other ad-hoc messaging
- Write, edit and distribute Retail Banking executive and employee engagement messaging
- Ensure brand and style compliance
- Provide project management for organizational priorities, including routine process improvements
- Maintain SharePoint and shared drive documentation and partner access
- Manage the Retail Banking and Consumer Lending mailboxes

### Bank of America | Internal and Corporate Communications | HR Communications Manager | November 2020 – June 2022

Manage content added to the HR communications system of record, HR Connect. Plan, write, and edit global and regional announcements, news articles, content pages, dashboard widgets, and more to ensure information about the bank's benefits and programs is accessible to teammates. Work with

internal partners and communications teams to ensure accuracy, timeliness, and inclusiveness of all content.

- Managed the HR Connect editorial calendar
  - Created new editorial calendar using Excel, which allowed the team to visually identify gaps in planned communications across US and global regions
  - Cultivated strong relationships with business partners and subject matter experts to ensure communications are impactful to employees where they are in life today and where they'll be in the future
- In 2021, managed 809 HR Connect tickets through the content governance process with a service-level agreement of two business days
  - 292 news articles
  - 517 content tickets (static content, seasonal pages, notifications, My Dashboard and Total Rewards)
- In 2020 and 2021, developed and executed communication plan for Total Rewards, for which more than 160k US-based teammates were eligible
  - Served as project manager, content strategist and writer for all communication tasks and milestones, including working with Benefits, Compensation, Local Markets Organization, Legal, Risk, Compliance and Enterprise Creative Solutions partners to deliver on time and on budget
  - Deliverables included employee emails, executive emails and talking points, Flagscape and HR Connect articles, action items, notifications, takeover graphics and multiple executive presentations
- Developed and implemented overall HR Connect content strategy and governance process
- Wrote and edited content for global and regional HR Connect pages
- Wrote and edited the HR Connect digital style guide
- Ensured brand and style compliance
- Provided additional writing and proofing support as needed, including supporting vaccination communications

### **Bank of America | Global Technology & Operations | Communications Lead | June 2019 – November 2020**

Led communications for the GT&O Horizontal Program Management team. Responsible for developing and delivering communications for GT&O learning programs, including Boot Camp, Continuous Learning, and Year Up. Key focus of these education programs is to deepen core acumen and drive continuous learning across GT&O (90k+ employees).

- Planned and implemented communication strategy to celebrate the tenth season of GT&O Boot Camp in 2020, including designing original artwork, scripting and art directing video, working with internal agency partners to produce print collateral, and developing presentation materials.
- Developed a streamlined communication plan to convert GT&O Boot Camp from an all-day, in-person program to a series of virtual sessions due to Covid-19 pandemic. Simplified registration communications and reduced confusion about program changes to help learners complete the required training. Adjusted plan as needed whenever program needs/goals changed, demonstrating efficiency, flexibility, and agility.

- As the communications lead, directly contributed to the 2020 GT&O Boot Camp program winning a Brandon Hall silver award for Best Advance in Competencies and Skill Development.
- Built communications intake process using SharePoint. Enabled the Horizontal GT&O Program Management team to track all requests from intake to completion and facilitated a daily, weekly, and monthly view of all communication requests across each education program.
- Managed the GT&O Boot Camp mailbox, responding to all requests within one business day. Routed emails to appropriate partners and tracked to completion. Categorized/tagged emails for future automation.
- Regularly analyzed communication routines and learner feedback to simplify, improve, and drive a seamless and intuitive learner experience.
- Built close partnerships with program managers, Learning & Leadership Development, HR, Corporate Communications, and other stakeholders to design and implement all aspects of communications in support of GT&O learning programs.

### **Bank of America | Consumer Lending | Employee Engagement Content Manager | October 2012 – June 2019**

Sole writer, editor, researcher, reporter, and project manager for all Consumer Lending Employee Engagement intranet content. Managed nine regular publications with an audience of more than 8,000 employees. Interacted with everyone from frontline employees to senior executives to deliver highly successful employee engagement programs that increased employee satisfaction.

Critical provider for multiple high-profile recognition programs and employee engagement events within Consumer Lending. Contributions included strategizing and executing employee engagement programs, developing and executing communication plans, designing the intranet presence for the programs, creating graphics and other marketing materials, interviewing employees, and writing articles and other communications.

- Developed and launched new recognition programs and editorial series
- Wrote employee engagement and recognition messages for Head of Consumer Lending
- Researched, wrote, edited, and published hundreds of employee engagement articles on the intranet
- Analyzed existing recognition programs using Voice of Associate (VOA) and WebTrends data
- Interviewed hundreds of employees to gather research for various articles
- Created and published a semi-monthly newsletter to increase employee engagement across Consumer Lending
- Developed a publication schedule and editorial calendar to track all communication requests using SharePoint
- Created graphics for print and digital communications, including posters, awards, email headers, logos, employee photos, and text treatments
- Managed the end-to-end Consumer Lending Performance Excellence Awards program in Q1 2019

### **Bank of America | Enterprise Creative Solutions | Associate Creative Director | August 2007 – October 2012**

Led a team of copywriters in the creation and production of digital advertising campaigns for [bankofamerica.com](http://bankofamerica.com).

- Instrumental in the formation of a team dedicated to digital marketing
- Hired and managed a team of full-time and contract digital marketing copywriters
- Led successful campaigns for high-profile Bank of America products, including Bill Pay, Privacy & Security, and Merrill Edge
- Regularly presented creative and rationale to executives in governance forums
- Worked closely with third-party agencies to share best practices and coordinate digital and print campaigns

**Zero Chaos | Contract Writer/Editor at Bank of America | March 2007 - August 2007**

Researched, wrote, and edited product content for bankofamerica.com.

**TIAA-CREF | Online Editor | September 2006 - March 2007**

Developed content, content strategy, and user experience for TIAA-CREF online media and business applications.

**Bank of America | Senior Copywriter | April 2002 – September 2006**

Researched, wrote, and edited product content for bankofamerica.com.

**First Union/Wachovia | Online Writer/Editor | April 2000 – April 2002**

Researched, wrote, and edited product content for firstunion.com and wachovia.com.

## **Education**

Master of Science | Technical and Professional Communication | September 2015 | Northeastern University

Bachelor of Arts | English | May 1998 | University of North Carolina at Charlotte

## **Certifications**

Six Sigma Green Belt with DFSS | 2004