

NATALIA ANNA WODECKI

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Senior Communications Executive

Communications leader with extensive experience creating and implementing strategic campaigns for high-growth tech companies. Proven success working in-house and managing agencies, framing and positioning messaging that influences customers, increasing brand presence and growing sales pipeline.

Hyper-connected, results-driven storyteller with a trusted circle of media partners at the AP, Bloomberg, Reuters, Forbes, CNN, The New York Times, USA Today, NPR, Financial Times, and many more.

PROVEN LEADERSHIP IN GLOBAL PUBLIC RELATIONS STRATEGY, EMPLOYEE ENGAGEMENT & COMMUNICATIONS

Strategic Vision & Planning | Messaging | International Business
Social Media | Media Relations | Corporate Communications | Event Planning
Customer Stories | Campaign Management | Speaker's Bureau | Awards Programs

PROFESSIONAL EXPERIENCE

OneLogin | San Francisco, CA

2018-present

Senior Director of Global Communications | Present

Director of Global Communications | 2018-2020

Head of worldwide communications for cybersecurity company responsible for corporate communications, public relations, analyst relations, investor relations, internal communications, crisis communications, social media, content marketing, customer marketing, and global strategies. Manage the communications team and a worldwide network of public relations agencies.

- Run communications team consisting of social media and internal communications manager, working with PR agencies across the globe, increasing OneLogin's share of voice ~5% QoQ; grew international press coverage by 25% and reach by 20% in a calendar year.
- Created & launched corporate values, mission, and vision working alongside founders, CEO, and all executive stakeholders, using deep analytics gleaned from employee base via qualitative and quantitative methods.
- Head internal communications and launched award program for employees exhibiting OneLogin values; lead on monthly town halls, determining theme and corraling content and narratives.
- Drove Gartner Peer Insights Customer of Choice recognition, encouraging customers to complete nearly 100 reviews, garnering the highest overall rating among OneLogin's competitive set.
- Publicized series D \$100M funding round and major Seattle and Atlanta office expansions that were widely covered earning over 50 pieces of top tier coverage in some of the largest publications in the world like Washington Post, Wall Street Journal VC Pro and Forbes, as well the top technology publications like TechCrunch and VentureBeat.
- Lead analyst relations program, achieving top spots on both 2019 Forrester Wave, Gartner MQ and KuppingerCole Leadership Compass reports.

Zendesk | San Francisco, CA

2015-2017

Customer Communications

Developed strategic communications for product launches, feature updates, partner/customer marketing, and international outreach. Helped Zendesk's 114,000+ customers and partners to be successful storytellers by uncovering interesting media angles. Collaborate with general managers, sales, and marketing to tell compelling stories using a creative mix of communications platforms and channels for maximum impact.

- Prepped and staffed CEO for key events and international office openings, crafting key messages and communications, working with sales, CSR and marketing teams on support materials; managed PR for interviews with BBC, Bloomberg, and many more.
- Led communications across EMEA, and APAC starting in six regions and growing to 12 regions.
- Orchestrated Zendesk big brand experience at SXSW 2017, working closely with marketing and creative to deliver 100% over goal on attendance and leads generated.
- Managed communications for Outbound.io acquisition, working closely with founders Josh Weissburg and Dhruvkaran Mehta to tell their story, generating top business press.
- Led product marketing for start-up incubator within Zendesk, launching dozens of innovative new features and products with consistent placement rate in trade and top tier publications.

Salesforce | San Francisco, CA

2014-2015

Marketing Communications Director

Head of internal communications for Human Resources reaching 19K+ global employees. Led major global internal campaigns delivering key messaging, FAQs, and talk tracks. Deployed 500K emails per quarter using Salesforce Marketing Cloud technology, optimizing for best CTR and OR. Partnered with Design on creative assets extending across all communications vehicles and platforms including email, direct mail, Chatter, digital screens, social media, event branding, web, and intranet banners.

- Planned, drafted and delivered ~175 communications per quarter using varying channels to reach targeted audiences; maintained a 13.6% CTR and 76% OR.
- Created and measured unique and buzz-building social media campaigns for the #dreamjob campaign and awards program to drive employee branding and recruitment.
- Led "Vibe", an employee engagement program that spread new culture story to 88+ global offices, and connected employees on company-wide initiatives.
- Drove awards program; created innovative entries, qualified survey data, deployed employee surveys, and publicized results: #7, Fortune's Best Places to Work, 2015; #3, The Bay Area's Best Places to Work, 2015; #7.
- Grew global employee engagement program 25% QoQ by identifying and engaging employee leads in 100+ Salesforce hubs on culture building initiatives.

Informa | United Business Media (UBM) | San Francisco, CA

2007-2014

Vice President, Communications | 2014**Senior Director, Communications** | 2011-2014**Director of Public Relations** | 2009-2011**Manager of Public Relations** | 2007-2009**Combined Contributions:**

Promoted to VP to steer internal and external communication strategy for Media and \$200M Event businesses. Led North American internal and external communications for London-based headquarters ensuring brand consistency and best practice across global communications, PR, sales, and marketing groups. Worked with top tier Silicon Valley personalities and influencers including Al Gore, Lance Armstrong, Mark Zuckerberg, Vint Cerf, John Battelle, and Tim O'Reilly on PR for the Web 2.0 series of global events. Developed expertise in high-tech communications, creating compelling narratives that spoke to both technical and non-technical audiences.

- Coached CEO, COO, President of Events and President of Media on corporate communications strategies for the organization, advising on communication programs that satisfied various market dynamics.
- Recognized for ability to develop, build, and lead world-class teams; achieved 100% approval rating on internal survey.
- Built the UBM communications department from the ground up; grew the team to four full-time employees, three annual global contractors, and six agency partners worldwide.
- Drove communication strategy for 20+ global conferences including Black Hat, Web 2.0 Summit, Web 2.0 Expo, and Interop.
- Wrote 200+ annual press releases, media briefings, messaging documents, and award submissions.
- Led speaker placement program for key UBM executives and stakeholders, earning spots in leading conferences around the world including SXSW, PRSA, Silicon Valley Leadership Group, and TechAmerica.
- Provided expert PR counsel to 200+ event sponsors annually, from Fortune 500 companies to small start-ups.

EDUCATION**University of Illinois, Champaign-Urbana****Master of Science, Advertising** (*graduated with high honors; 3.95/4.0 GPA*)**Bachelor of Science, Advertising** (*graduated with 3.8/4.0 GPA*)**TECHNICAL**

Zendesk | Salesforce | Salesforce Marketing Cloud | PR Newswire | BusinessWire | Pulse | Cision | Sli.do | GagglesAmp

OTHER

Fluent in Polish, French | Elected Board Member of the Nob Hill Association | Customer Advisory Board Member, Pulse