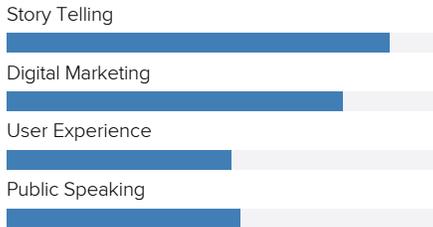




Karen Cunningham

856-287-0884 | karen.cunningham@temple.edu | 7 Stokes Ave, Haddon Township, NJ | LinkedIn

Skills



Personality



Education

Temple University Fox School of Business
2019
Master of Science in Digital Innovation Marketing

Temple University Klein College
1997
Master of Journalism

LaSalle University
Bachelor of Science, Marketing
Minors: French & International Studies

Honors & Memberships

Distinguished Scholar Award
January 2020
For exemplary academic performance, top 7% of graduating class

Beta Gamma Sigma, Lifetime Member
April 2020
Beta Gamma Sigma recognizes and honors the top 10% of undergraduate students, top 20% of graduate students and all doctoral candidates from around the world in business schools accredited by The Association to Advance Collegiate Schools of Business (AACSB).

Certifications

About me

Forward-thinking marketer passionate about exploring the intersection of technology and marketing in order to develop and deliver communication strategies and compelling content that improves experiences and drives business objectives.

Work Experience



Temple University Health System

Wellbeing Engagement Manager | Philadelphia, PA | Sep 2014 - Present

- Recommend, develop, implement and monitor strategies, programs, communications and tools that educate the workforce on the integration between employee wellbeing and HR strategy to advance organization and operational business unit goals.
 - Success is measured through improved health outcomes, increased employee engagement and domestic utilization:
 - Employee Engagement up from 33rd to 73rd percentile over five years.
 - Accolade Total Health and Benefits engagement from 50 percent to 54 percent; healthcare savings of more than \$18M over four years.
 - Employee Assistance Program engagement increased 3.5 percent over 2018.
 - Increase in use of Temple Health services (domestic utilization) in 2018 translated into \$3M in increased domestic payments.
 - Program enhancements and intensified communications of wellbeing incentive program have more than doubled participation over five years.
- Partner with HR senior leaders to develop communication campaigns and change management programs to increase employee engagement for wellness programs, benefit initiatives, pension and retirement plan changes, compensation, performance management and career development.
 - Retirement plans reached a milestone billion dollar mark in 2017 as result of financial wellbeing promotions with retirement plan service provider TIAA.
 - Reduced organization's tax obligation with communications to create awareness and participation in flexible spending accounts: 23 percent increase for 2017; 13.5 percent for 2018.
 - Launched first employee-focused performance management campaign in 2017 increasing compliance by 8 percent.
 - In 2018, for the first time, an HR initiative (a new performance management program) was promoted on external facing social media platforms -- LinkedIn and Facebook.



SAP

Communications Lead, Contract | Newtown Square, PA | Feb - Dec 2014

- Developed and executed a tactical communications plan to support SAP global marketing's transformation.
- Provided communication strategy, counsel and support to senior members of the global Marketing Business Information Office.
- Created an editorial calendar and deliverables to provide a regular cadence of communications to multiple audiences, including the SAP Marketing leadership team, the core change management team, and the global SAP marketing team.
- Wrote blog posts, emails, video scripts, presentations and intranet updates to create awareness of and engagement in initiative.
- Recommended and implemented usability improvements for initiative's intranet site.



Cigna

Employee Communications Director | Philadelphia, PA | Nov 2012 - Feb 2014

- Strategic planning, development and implementation of global communications programs to create interest, awareness and participation in company benefit programs to increase engagement and reduce costs.
- Developed and executed global communications strategies and plans that drive business

Hootsuite Platform Certification

 **October 2019**

Google Analytics Individual Qualification

 **April 2019**

Writing Samples

- Co-authored article on employee engagement in a healthcare setting for *HR Tech Outlook*
- Digital Innovation [research & writing samples](#)

- objectives by engaging, informing and inspiring employees.
- Exceeded participation goal for company's first global employee engagement survey and multi-phased global customer-centricity training.
- Provided communication strategy, counsel and support to HR senior leaders.
- Designed and implemented employee-facing communication plans and messaging for HR senior leaders using multi-channel communications, including events, digital, social and video.
- Partnered with HR leadership to develop and deploy communication strategies to support key strategic initiatives related to employee compensation and benefits including:
 - Annual employee benefits report
 - Annual performance management and compensation material
 - Corporate wellness program
 - Benefits enrollment materials including company's first mobile-enabled benefits site
 - Updated and rebranded employee handbook
 - New micro-blogging recognition program
 - New talent management self-service transactions
 - Internal content to announce company's no-tobacco hiring policy
- Provided strategic consultation, communications and change management support for M&A activity.
- Created a superior employee experience and drove employee engagement through continuous improvement of company's intranet site and self-service portals.



SAP

Communications Lead, Contract |  Newtown Square, PA |  Jan 2010 - Oct 2012

- Developed and executed strategic communications plans to create awareness and enthusiasm for multi-year global marketing process re-engineering program.
- Provided executive messaging and communications counsel to team's senior leaders and project managers.
- Supported cultural shift from technology-based announcements to customer-focused communications.
- Elevated awareness of team's project portfolio: increased E-newsletter subscription by 62 percent.
- Wrote and edited content for presentations (for audiences from C-level to end-user), articles, blogs, portal updates, and training, testing and deployment announcements.



Cigna

Communications Consultant |  Philadelphia, PA |  Jan 1999 - Dec 2008

- Developed and executed communication plans for organizational design, change management, employee benefits and compensation.
- Provided communications counsel to senior leaders and managers.
- Wrote and produced internal communications programs and materials including executive presentations, speeches, videos and internal announcements.
- Wrote and edited content for Cigna's career site.
- Wrote and edited intranet content for Cigna's first self-service HR system.
- Led communications effort for company's Y2K re-engineering program.
- Developed content and launched company's first IT intranet site.

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