


# DIANE PODUCH


## Communications Manager

### CONTACT

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### EDUCATION

#### **B.A. MEDIA AND JOURNALISM, ADVERTISING**

*University of North Carolina at  
Chapel Hill*

### HARD SKILLS

Adobe Creative Suite • Eloqua  
• HTML/CSS • Wordpress  
• Video Editing • Graphic Design  
• PowerPoint • Web Design  
• IBM, Microsoft Office, & Jive  
Collaboration Tools

### SOFT SKILLS

Written & Verbal Communication  
• Creativity • Problem Solving •  
Analysis • Project Management  
• Teamwork • Planning •  
Adaptability • Public Speaking  
• Storytelling • Design Thinking •

### EMPLOYEE GROUPS

**MARKETING & COMMS LEAD:**  
RTP Green Team • **AMERICAS  
COMMS COMMITTEE:** Women of  
Cisco • **COMMS LEAD:** Data  
Protection Ops Team • **CULTURE  
CHAMPION:** Cisco & team culture

### INTERESTS



Dance • Culture & Foreign  
Languages • History • Theater

### PROFESSIONAL PROFILE

- Communications professional with 5+ years of promoting expression for brands, teams, and individuals and helping messages reach target audiences effectively
- Experienced in conducting and analyzing research, formulating insights, building out creative strategies, creating campaigns and processes, managing programs, and collaborating cross-functionally to ensure consistency across a global company of 70k+ employees
- Recognized for the ability to produce high-quality, creative content to increase employee engagement, conversation, and awareness around organizational initiatives

### RELATED EXPERIENCE

#### **CREATIVE PRODUCER & COMMUNICATIONS MANAGER, CEO & EMPLOYEE COMMUNICATIONS**

*Cisco / RTP, NC / Jan 2021 – Present*

- Oversees the entire process of making creative content for the internal company homepage to bring ideas to life
- Ensures high quality, consistent visual storytelling and art direction to encourage and increase employee engagement
- Leads a tiger team to plan and launch a company-wide newsletter

#### **COMMUNICATIONS MANAGER, OFFICE OF THE CHIEF OF OPERATIONS**

*Cisco / RTP, NC / Aug 2020 – Jan 2021*

- Supported communications for EVP & Chief of Operations, including reviewing customer briefs, attending customer calls, editing executive videos, and drafting messages from EVP
- Managed communications for various org-wide programs and events, such as creating communication strategies, maintaining and designing internal sites, and editing videos
- Maintained relationships with our functions and stakeholders
- Launched and owned two org-wide newsletters, sent to managers and 7k+ employees

#### **COMMUNICATIONS, MULTIMEDIA, & DESIGN SPECIALIST**

*Cisco / RTP, NC / May 2017 – Aug 2020*

- Drafted and sent executive communications for SVP and senior leadership team, recorded and edited videos, and determined methods of distribution
- Created and delivered a multi-faceted campaign for SVP and senior leadership team that utilized various mediums of engagement, resulting in global, cross-functional participation
- Developed, organized, managed, and continually improved multiple org-wide, cross-functional programs and initiatives
- Provided change management and communication support and guidance for teams to ensure consistency and effectiveness
- Managed monthly newsletter for 600+ employees for ~3 years, including collecting, creating, and editing content, and effectively established a channel for organizational culture to thrive