

# JULIE GRANDSTAFF

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## **PROFESSIONAL EXPERIENCE**

**WOLTERS KLUWER, New York, NY**

**Marketing Communications Director - Global Business Services & Corporate Functions**

**01/25 – 01/26**

- Primary communications advisor to Corporate Communications, Finance, Global Business Services, Legal & Compliance, Human Resources, and Global Strategy executive and C-suite leadership teams; Consulted with more than 25 executives on strategic messaging, thematic topics, thought leadership, events, external opportunities, M&A/divestitures and culture building programs
- Developed and implemented year-round content strategy and data-driven communication plans to support diverse program rollouts aligned with business priorities
- Drove holistic change management and transformation programs from strategic counsel and content generation, to survey preparation and stakeholder assessments, ensuring organizational readiness for large-scale initiatives (examples: Enterprise launch of Microsoft Teams/CoPilot, People Manager Enablement program, Enterprise Technology Realignment, Sourcing transformation)
- Positioned executives as thought leaders by writing a variety of planned and ad-hoc messages including monthly newsletters, videos and thematic business updates; Prepared talking points, social content and event prep materials
- Coordinated 3-5 monthly HR-related communications including organizational announcements, messaging around confidential employee matters, and restructuring communications
- Increased employee engagement scores by organizing content for 20+ marquee events including leadership summits, fireside chats, town halls, monthly webinars, virtual celebrations, and employee Q&A sessions
- Prepared monthly insights and performance data across channels to measure impact and employee experience
- Launched intake form for day-to-day business initiatives; Collaborated with Centers of Expertise (COE) to allocate projects and track content deliverables, project deadlines and asset approvals; Oversaw content development of 4-5 new initiatives each week
- Revised organizational processes by launching tiered support model with self-service capabilities; Coordinated template library development with COE leads
- Optimized communication channels by launching new platforms increasing engagement by over 80%; Launched HR Connections Viva Engage community, Strategy Teams channel, Global Strategy Get Togethers and functional Town Halls
- Served as program and content lead for New York office culture committee delivering 10+ employee activities annually to increase engagement (Diwali celebration, Take Your Child to Work Day, charitable give-back events, etc.)

**WOLTERS KLUWER, New York, NY**

**Marketing Communications Director - Global Business Services (GBS)**

**10/19 – 12/24**

*Marketing & Communications*

- Led team of three professionals responsible for a variety of communication initiatives and content development, while mentoring and developing their careers
- Supported company's digital transformation; Oversaw communications planning, rollout, and execution of ~80+ annual technology and business initiatives. Sample projects: Service Desk integration, Global connectivity program, Cyber Security Month, etc.
- Leveraged key business themes and initiatives to develop storytelling opportunities across company-wide channels like weekly newsletters, intranet sites and Viva Engage; Created a variety of case studies, self-serve resources, news articles and SharePoint pages
- Fully rebuilt legacy GBS intranet into modern SharePoint site (GBS Hub) with more than 900 content pages and ~12k+ views per month (900% traffic increase); Developed site infrastructure, design, content mapping, robust newsfeed, new feature implementation and ongoing coordination of 10+ new pages per month; Developed analytics dashboard
- Drove contributions to broader corporate initiatives like Global Innovation Awards, Values Day, and Code Games
- Supported, developed and strategized monthly DEIB content; Led the strategy, execution and all communication assets for Global Sustainability Awards; Served as GBS Women's Initiative Network Advisor
- Introduced several new communication channels including monthly Coffee Connection discussions, Modern Workplace webinars, SharePoint newsfeed, Tips from GBS on Viva Engage, Beyond the Bio videos and leader profiles

*Crisis Communications*

- Served as Americas regional Incident Management Team (IMT) communications lead; Former primary lead for all COVID-19/BTO technology crisis communications with ongoing content development; IMT liaison for a variety of incidents with technology/sourcing components (i.e., Log4j, CrowdStrike, SolarWinds outage etc.)
- Managed and coordinated robust GBS crisis communications response for approximately 25 annual technology/cyber security incidents
- Prepared IT alerts and messaging pages, participated in regular stress tests and disaster recovery planning
- Streamlined and elevated the communications process to expedite the response to future incidents by actioning lessons learned and expanding/sharing best practices; Primary lead for communication deliverables included as part of external NIST cyber assessment
- Developed crisis communications templates and toolkits to be used across teams

**BNP PARIBAS, New York, NY**  
**Consultant, Global Banking Americas Marketing & Communications**  
**Vice President, Global Markets Americas Marketing & Communications**

**02/19 – 08/19**  
**05/15 – 10/18**

*Communications*

- Designed communication plans and strategic messaging for C-level management across various channels; Crafted content and visuals for internal newsletters, intranet sites, executive blogs, chat platforms and town halls
- Managed multiple communication campaigns including launching the region's first spokesperson on Twitter, promotion of Americas-wide sales initiatives (CRM enhancements, priority clients, etc.) and thematic content around market movements
- Primary coordinator for global Research team; Produced a variety of materials and content types: quarterly infographics, website landing pages, new media, and internal teach-ins
- Developed digital content to enhance the client experience including weekly video updates, webcasts, interactive brochures, and social media content
- Coordinated weekly email marketing distributions; Leveraged CRM data to target specific audiences
- Developed dashboards with the client analytics team to review readership patterns, number of client interactions, frequency of meetings etc., to help guide KPIs for senior management
- Created internal SharePoint content including newsfeeds, site pages, surveys and workflow tools
- Designed award pitches for industry organizations and coordinated thought leadership campaigns around award wins
- Ensured brand guidelines were strictly followed; Collaborated with graphic/multimedia designers and external agencies to maintain consistency in all materials

*Marketing*

- Marketed new products such as Green Growth Bonds with full-scale promotional plans via external-facing websites, pitch materials, FAQ documents, press releases and staff communications
- Completed a full range of traditional client-facing materials each week for a team of over 150 salespeople; Edited, validated, and updated a document library according to local supervisory approval regulations
- Collaborated with the events team on conference collateral and branding; Prepared event summaries, video sizzle reels, speaker presentations and multimedia content
- Successfully launched the first digital conference app in the Americas with online content, client engagement features and polling

*Associate, Fixed Income Strategic Marketing & Events*

**02/10 – 05/15**

- Managed and monitored over \$3 million in annual event budgets; Covered over 250 events ranging from private dinners to large-scale conferences with 300 attendees
- Organized client conferences with 20-30 speakers, keynote events and multiple breakout sessions
- Secured all logistics for high-level initiatives including visits to congressional offices on Capitol Hill, a VIP visit to the chambers of Chief Justice John Roberts and dinners with the chairman of the NYSE, among others
- Completed a variety of event marketing pieces including roadshow presentations, signage, and bio booklets

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**YES NETWORK, New York, NY**  
**Event Planning Coordinator**

**06/08 – 01/10**

- Managed and executed all arrangements for two different 4-day VIP events with budgets up to \$400K; Arranged a variety of golf outings, family events at Yankee Stadium and celebrations including a World Series party
- Maintained a video library of client clips and footage logs for promotional videos

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**STANTON CRENSHAW COMMUNICATIONS, New York, NY**  
**Senior Account Executive**

**03/05 – 12/07**

- Developed media strategies and regularly pitched the press with story ideas, high-profile press events and new products; Planned and promoted weekly Starbucks grand openings
- Oversaw duties of Account Coordinator and 2 interns

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**EDUCATION**

**STATE UNIVERSITY OF NEW YORK AT GENESEO, Geneseo, NY**

**08/01 – 12/04**

Bachelor of Arts

Major: Communication

Minors: Public Relations and Sociology