

SHANNON THOMPSON

Huntington Beach, CA | 909-800-6935 | sthompson466@gmail.com | www.shannonmthompson.com

PROFESSIONAL SUMMARY

Strategic communications leader with 10 years of experience in internal communications, executive communications, and employee engagement. Skilled at simplifying complex ideas into clear, compelling narratives that align teams and drive business outcomes. Experienced in advising senior leaders, optimizing communication channels through data-driven insights, and fostering engagement across global teams.

EXPERIENCE

GitLab | Remote **11/2021-Present**

Staff Field Communications Manager | 03/2025-Present **Sr. Field Communications Manager | 11/2022-02/2025** **Field Communications Manager | 11/2021-11/2022**

- Develop and execute global go-to-market communication strategies and change management initiatives, ensuring alignment across sales and technical teams while driving engagement around major product rollouts, organizational changes, and business priorities.
- Partner with regional leadership to create tailored communication strategies, achieving a 78% open rate for regional newsletters and fostering regional alignment.
- Advise senior executives in crafting and delivering strategic communications, including presentations, keynotes, and Slack posts, aligning messaging with business priorities, and maintaining a 95% satisfaction rate in post-event surveys.
- Managed the Field Communications calendar, overseeing 40-50 announcements per quarter to ensure alignment with business objectives.
- Designed and executed targeted communication plans for revenue-impacting initiatives, product launches, and organizational events.
- Oversaw global communication channels including Slack and newsletters, maintaining a 76% average monthly open rate through strategic content planning and delivery.
- Conducted audits to assess and enhance communication effectiveness, driving improvements based on data and stakeholder feedback.

Farmers Insurance | Sr. Communications Specialist | Remote **10/2020-10/2021**

- Developed and led enterprise-wide communication plans to support Legal, Human Resources, and Corporate Social Responsibility programs and initiatives, ensuring clarity for 21,000 employees.
- Collaborated with Public Relations and Talent Acquisition teams to align internal and external communications.
- Supported communication efforts for a large-scale business acquisition, collaborating with cross-functional teams to ensure seamless information delivery to 90% of impacted employees.
- Drafted executive-level communications, including video scripts, social media posts, and presentations to support major initiatives and events.

Safran Electronics & Defense, Avionics | Internal Communications Specialist | Irvine, CA
01/2020 – 05/2020

- Developed and implemented an internal communication strategy to engage 700+ employees, aligning initiatives with global corporate objectives.
- Created high-impact newsletters and FAQs, increasing readership by 15% in six months.
- Led strategic messaging for monthly town halls, improving transparency and leadership connection.

Esri | Communications Specialist | Redlands, CA
04/2015 – 12/2019

- Established internal communication best practices, including launching a sales content portal with a 70% view rate within 30 days.
- Partnered with cross-functional teams to improve communication effectiveness by distributing weekly bulletins, achieving an 85% open rate.
- Led change management communication for major IT system implementations, ensuring smooth transitions and minimizing disruption.

SKILLS

Professional: Executive Communications, Internal Communications, Change Management, Crisis Communications, Employee Engagement, Content Strategy, Messaging & Positioning, Cross-Functional Team Leadership, Stakeholder Management, Process Improvement, Project Management, Strategic Planning

Technology & Tools: Salesforce, Google Workspace, Microsoft Office Suite (Word, Excel, PowerPoint, SharePoint), Canva, Adobe

EDUCATION

University of California Irvine, Irvine, CA
Certification, Digital Marketing & Communications, Aug. 2019

American University, Washington D.C.
Master of Arts, Strategic Communication, Dec. 2015

Marymount Manhattan College, New York, NY
Bachelor of Arts, International Studies, May 2009