Danielle Price

INTERNAL COMMUNICATIONS MANAGER

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SUMMARY

Internal communications manager with 7 years in employee and executive communications for logistics and retail companies in Dallas. Leads internal communications for 14,000 mostly frontline employees across intranet, mobile app, email, digital signage and town halls. Owns writing for the CEO and runs change campaigns that leaders can deliver in a 5-minute shift huddle.

SKILLS

Internal Communications • Executive Communications • Writing • Editing • Project Management

Content Management • Presentation Skills • Microsoft Office • Sound Judgment • Interpersonal Skills

EXPERIENCE

Internal Communications Manager 03/2022 - Present

Lone Star Freight Systems Dallas, TX

Trucking and logistics company with 14,000 employees at 60 terminals.

- Direct the internal communications plan for **14,000** employees, launching a mobile app that reached 82% of drivers.
- Write executive communications for the CEO and COO, including weekly notes and 4 town halls a year.
- Lead change campaigns for a payroll system and a safety program, cutting help-desk tickets by 35% at launch.
- Coach 10 senior leaders on presentation skills and run content management for a 1,500-page intranet.

Communications Specialist 06/2019 - 02/2022

Trinity Home Retail Group Plano, TX

Home goods retailer with 120 stores and 9,000 employees.

- Produced a weekly store manager bulletin for 120 stores, with 94% of managers confirming receipt.
- Edited policy updates and training content in Microsoft Office for HR, legal and operations.
- Planned 3 annual store leader conferences with 600 attendees each, applying project management from agenda to run-of-show.
- Surveyed 2,000 employees a year on channel use and moved 40% of email content to the intranet.

EDUCATION

Bachelor of Arts 05/2019

Texas A&M University College Station, TX

Communication

CERTIFICATES

Strategic Communication Management Professional (SCMP) 11/2023

Global Communication Certification Council (IABC)