

CHRISTINE WILCOX

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PROFESSIONAL SUMMARY

Communications and content leader with more than 30 years of experience turning complex topics into clear messages people understand and act on. I went to school to be a teacher and grew into corporate training and communications, so I write to help people learn, not just to inform. I script video, build training and leadership programs, and take campaigns from concept to launch, as both a solo individual contributor who owns a core process and a leader of teams.

SELECTED CAMPAIGNS & RESULTS

- **Pandemic communications and employee wellbeing (2020–2021).** For 2,000+ locations, 300,000 employees, and 30+ states, led communications through unprecedented safety measures and the shift to remote work for teams who could work from home. Led the team that curated content for two associate engagement campaigns, Mindful Monday (a weekly newsletter on self-care, wins, and coping with isolation) and Thankful Thursday, helped write the articles linked from each, and created all supporting materials with our pharmacy team. Placed and shaped top-tier media coverage about essential workers and customer safety.
- **Supervalu acquisition (2013).** As the sole communications lead, supported growth from about 300 to more than 1,100 stores with the acquisition of 877 locations, and partnered with Marketing and social media to build the company's corporate narrative on its websites.
- **Brand campaign and recruiting (2020–2021).** Led brand campaign development, working with Marketing, for a major campaign celebrating the company's best customer service associates; it grew into employee photo shoots and a recruiting campaign that stayed in use at least two years after my departure.
- **Food bank partnerships.** Partnered with major food banks in Arizona, Colorado, and New Mexico to help small food banks keep their doors open, from surprise check donations to product deliveries.
- **Plastic bag recycling program.** Partnered with regional grocers to develop and launch the program, driving a 25% increase in reusable bag sales.
- **Charitable giving relaunch.** Re-engineered and relaunched a company-wide giving program for nonprofit organizations.
- **Chicago Tribune cover story.** Drove the PR pitch that landed Jewel-Osco on the cover of the Chicago Tribune with an inside look at the multi-day process of converting acquired competitor stores to Jewel-Osco.

VIDEO, TRAINING & CONTENT PRODUCTION

- Script, edit, and produce video for employee and public audiences, including on-camera spokesperson videos and narrated slide-based explainers.
- Scripted e-learning videos and wrote scripts for corporate and division content for store and division leaders, building training that engages an audience beyond "just the facts."
- Developed education and leadership development programs for audiences from teenagers to octogenarians, working closely with content experts so key messages resonate.
- Wrote executive video and speeches, including the CEO's 2020 hunger relief video, shot on location with our producer, and the speech Robert (Bob) Miller, retired CEO of Albertsons Companies, delivered on receiving an honorary doctorate from Boise State University.
- Directed video projects with both outside producers and in-house teams, managing scripts, timelines, reviews, and final approval.
- Turn complex benefit choices into short, clear videos and multi-channel campaigns that help employees understand and act during open enrollment.
- Writing samples: christinewilcox.com/writing_samples. Robert Miller, retired CEO of Albertsons Companies, Honorary Doctorate, Boise State graduation ceremony (2018): youtu.be/yv2sRtLSIdE. CEO hunger relief video (2020): youtu.be/D7YH_W58bBo

PROFESSIONAL EXPERIENCE

Communications Consultant, Benefits – Marsh via Rose Int'l

2021–Present (seasonal, July–November)

- Write and execute multi-channel campaigns (print, digital, and video) that help employees understand and act on complex benefit choices for clients across western and central U.S. markets.

Group Vice President, Communications & PR | January 2020 – May 2021

- Led a direct team of 10 directors and managers and oversaw an indirect team of 40+ across the company.
- Designed and led integrated communications campaigns for a large multi-state retailer, partnering with Marketing, HR, operations, and the corporate and division communications staff.
- Worked with HR leadership to define company-wide daily and crisis communications and engagement strategies.
- Managed relationships with PR agencies and top-tier media; guided messaging and community giving priorities.

Vice President, Communications & Education | February 2017 – January 2020

- Led corporate communications while directing the corporate education team, developing training strategies for front-line and corporate staff.
- Created a new corporate education structure for non-retail staff.

Vice President, Communications & Public Affairs | January 2015 – February 2017

- Led the Communications & Public Affairs function through and after the merger with Safeway, Inc.
- Developed and executed communications and community giving plans for internal and external goals through a team of 10 indirect reports.

Director, Public Affairs & Communications | June 2006 – January 2015

- Owned communications for more than 300 grocery stores across several states as the solo Communications Director, 2009–2013.
- Managed public affairs, social media, and communications across a multi-state store network, and served as government affairs liaison.
- Partnered with customer service, front-end operations, and divisions to find customer and associate stories, published in division newsletters.
- Drafted and presented leadership messaging and managed content for the company newsletter.
- Developed marketing communications and charitable contribution strategies for community events and company programs.

Earlier roles, 1998–2006: Director, Communication & Education; Director, Education & Leadership Development; Assistant to the Chairman, CEO & President; Senior Manager, Internal Communications. Work included PR for two subsidiaries, executive and board messaging, and vendor selection for a company-wide training platform.

Technical Writer and Corporate Training Specialist, MCMS, Inc. (Micron)*1994–1998*

- Developed the company's first HTML-based training program, helping new employees learn workplace terminology.

SKILLS

- **Content & messaging:** brand voice, storytelling, writing and editing for varied audiences and education levels
- **Process:** established a communication-plan template process still used today by communications professionals I led and mentored
- **Video:** scripting, on-camera spokesperson work, narrated explainers, managing outside producers and in-house teams throughout my grocery career
- **Programs & partners:** cross-functional campaign planning, agency and vendor management, community and stakeholder relationships
- **Media, crisis & leadership:** media relations, spokesperson, executive and board advising, building teams
- **Tools:** Expert knowledge of Word and PowerPoint. Working knowledge of Adobe Creative Suite. Website development since 1996 for intranets and personal websites.

EDUCATION & AWARDS

Idaho State University: BA, English Literature; Minor in History

Top Women in Grocery, Senior Executive honoree, Progressive Grocer (2017, 2020); Women of the Year, Idaho Business Review (2017); Tribute to Women in Industry (TWIN), Women's and Children's Alliance (2017)