

George M. Mihalovich

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Communications Professional

Seasoned communications professional with a proven track record of creating and managing strategic communications programs that inform, engage, manage change and motivate employees for companies including BNY Mellon, Westinghouse and NOVA Chemicals.

Online Portfolio:

www.georgemihalovich.info

Expertise and key skills:

- Copywriting, editing and proofreading (AP style) across a wide variety of collateral.
- Quick assimilation of technical and complex information to create clear, engaging and relevant messaging for target audiences.
- Internet/intranet copywriting, maintenance, layout, design and management; social media.
- Rapidly creates positive working relationships with diverse internal and external stakeholders.

Professional Experience and Accomplishments

Internal Communications Manager (January 2014 – present)

BNY Mellon: *Investments and financial services company – 50,000 employees worldwide*

Hired to assist in the development and execution of internal communications program for Client Service Delivery (CSD) organization.

- Lead communications for major technology projects with broad employee impact; content creation, writing and management: newsletters, articles, executive/leadership blogs, intranet content, brochures, town hall meetings, video scripts/transcripts/editing; measure and analyze results.
- Act as consultant with business and shared services teams and leadership to develop communications plans, messaging and programs supporting strategic objectives.
- Create, select channels/vehicles and execute a broad range of organizational communications (e.g., Information Technology/Client Technology Solutions/Digital Workplace, risk culture/control management, human resources, employee recognition and engagement, executive messaging, change management, operational communications) in partnership with business support staff and consultants.
- Manage HTML email creation and distribution (Poppulo/Newsweaver) for all supported areas; subject matter expert and resource for internal email practices.
- Educate/help clients and colleagues to adhere to corporate communications standards and best practices; edit and approve all communications as applicable; ensure proper approvals.
- Develop and maintain pages and integrated communications for internal social media platform (Jive); led rollout for CSD employees.

Senior Communications Specialist (2010 – 2013)

Westinghouse Electric Company: *Nuclear energy industry - 15,000 employees worldwide*

- Nuclear Services: Acted as managing editor/copywriter for monthly online employee newsletter; responsible for intranet content generation and maintenance; developed employee recognition events and programs):
 - Updated newsletter format and refined production and archiving processes.
 - Interviewed and collaborated extensively with subject matter experts, communicators, web, graphics, PR and social media staff.
- Quality and Continuous Improvement: Developed internal communications program: planned, created and executed all communications to support initiatives and projects (e.g., executive leadership, organizational and operational messaging, newsletters, articles, talking points, intranet content, face-to-face and online/webcast employee meetings and events, digital signage) within the organization and throughout the company.

Communications Specialist (2002 – 2009)

NOVA Chemicals (NCC): *Plastics/chemicals manufacturer - 3,000 employees*

Internal and external communications:

- Created communications program and developed, implemented and executed all strategic corporate and marketing communication plans for Environment, Health & Safety (EHS)/Responsible Care (RC):
 - Ensured alignment with and integration of corporate business objectives and priorities (e.g., employer/contractor safety targets and performance, sustainability).
 - Drove promotion and understanding of EHS/RC brand: dissemination of key messages, programs and initiatives to all target audiences.

- Acted as counselor/advisor to management, executives and business teams on communications strategy.
- Fostered employee engagement, change management and behavioral/cultural changes in safety; raised awareness and understanding of EHS/RC programs, performance and issues/topics for all internal (corporate and plant/union/hourly employees) and external stakeholders:
 - Developed annual EHS/sustainability/corporate responsibility performance report: reduced cycle time by nearly 50% and delivered project and print production within or below budget; sustainability indices.
 - Communications program resulted in a 60% World Class Safety survey participation rate.
 - Created “Focus on Safety” and “Safety Watch” tools to facilitate leader interaction with direct reports; improve employee safety awareness and performance; and drive appropriate behaviors.
 - Spearheaded writing and editing of first NCC CEO video on corporate safety culture.
- Print and online communications: wrote/edited/proofread/designed: corporate literature and collateral materials; presentations/slide decks; talking points; reports; news articles; email and electronic communications, intranet and web copy; organizational, appointment and change management announcements; corporate annual report content; letters, memos; newsletters; posters, flyers, signage; multimedia projects; surveys; charters; technical writing - procedures, product/regulatory documentation (MSDS, product backgrounders and risk profiles) and case studies; Q&A/QA documents, white papers; branding and identity standards:
 - Consulted with and wrote messages for/to: executives, board members, VPs, directors, senior managers, government and regulatory affairs audiences, industry and trade associations.
- Demonstrated ability to understand, assimilate and effectively convey technical information and business concepts and issues to diverse internal (corporate groups, teams and networks) and external audiences.
- Managed internal and external EHS award submission and evaluation processes, resulting in a corporate industry award and various local awards for NCC.

Web communications

- Updated and significantly expanded corporate EHS/RC intranet and managed site governance, design, architecture, copywriting; intranet became a highly-visible central information source/repository that served EHS organization and NCX employees:
 - Championed employee use of shared online resources/best practices and drove users to appropriate content to reduce email, minimize duplicate work, etc.
- Created, edited and managed internet content for Social Responsibility section of NCC public website.
- Monitored EHS public email inbox; fielded all inquiries and ensured successful fulfillment/closure.

EHS/RC Corporate Document and Standards Administrator (document and records management)

- Streamlined and managed internal process: document design/layout, distribution, updates, user support.

Off-the-Job Safety Program Team Leader

- Developed all communication plans, collateral materials, events and promotional items used to inform employees and improve awareness of health, wellness and safety initiatives and performance.

Inside Sales Specialist (August 1999 - December 2001)

- Hired to assist in transfer of NCC offgrade polyethylene (PE) business from Canada to Pittsburgh.
- Managed daily operations of business in conjunction with Distribution Sales Leader.

Communications Consultant (Volunteer: 2006 – present)

Zero Waste Pittsburgh: Project of [PRC](#), environmental non-profit that sponsors public household chemical, hard to recycle and pharmaceutical collections

- Website manager: Led creation of prior website; enhanced site functionality and increased traffic by more than 50%:
 - Development, architecture, maintenance, navigation, web content, graphic design, metadata, SEO.
- Marketing communications: collateral materials, advertising, electronic marketing and media, newsletters, email blasts, public relations, media relations/campaigns, community outreach and relations, press releases, publicity, branding and identity communications project management, vendor/freelance management.
- Web 2.0/digital marketing and communications/social media strategy and execution (Facebook, Twitter, YouTube).
- Media and marketing mix, planning and budgeting, ROI; monitor, measure and evaluate results of marketing, promotions and PR; efforts have contributed to an average program growth rate of 8.3% per year.
- Track, evaluate and interpret website analytics/metrics/KPIs (Google Analytics, Statcounter).
- Collaborate with peers from local corporations, utilities, non-profits, (NGOs) and state government agencies.

Education

M.A. Communications (3.9 GPA): Duquesne University / B.A. English and Philosophy (3.7 GPA): W & J College – Cum Laude graduate • Phi Beta Kappa • EMW Prize in Philosophy

- **Computer Skills:** Microsoft Office Suite (Outlook, Word, PowerPoint, Excel, Access); **Web conferencing:** Live Meeting, WebEx; **Web design/editing:** HTML, CSS; **Content management systems (CMS):** Adobe Contribute, SharePoint/MyShare; **Desktop publishing:** MS Publisher, Adobe Pagemaker; **Graphic design/image editing:** Adobe Photoshop; **Document management/other:** Adobe Acrobat Professional; **Audio editing/production**