

George M. Mihalovich

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Communications Professional

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

Online Portfolio:

www.georgemihalovich.info

Expertise and key skills:

- Copywriting/editing/proofreading across a wide variety of print and digital/electronic collateral
- Quickly assimilates technical and non-technical information to create clear, easy to understand 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: *Investment management and investment services company – 50,000 employees worldwide*

Hired to assist in the development and execution of internal communications program for Client Service Delivery (CSD) organization (20,000 employees)

- Act as consultant with business and shared services teams/leaders to develop 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)
- Support major projects (e.g., Bring Your Own Device (BYOD) and Managed Print) impacting all employees: content creation, writing and management: newsletters, articles, executive/leadership blogs, intranet content, brochures, town hall meetings, video transcripts/editing
- Develop/maintain pages and integrated communications for internal social media platform (Jive); led rollout for CSD employees
- Manage HTML email creation and distribution (Newsweaver and Lotus Notes) for all supported areas

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 (AP style): 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); 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 and pharmaceutical collections*

- Website manager: Led creation of www.zerowastepgh.org/ZW-hcw.html; 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

Sample Program Coordinator (1992 – 1999)

Rhodia/Rhone-Poulenc Specialty Chemicals

- Created, implemented and managed highly successful global Food Ingredients (FI) division’s sample and product literature distribution program; supervised one part-time employee
- Developed FI sales promotional items, literature packages and direct mail pieces; managed literature, sample promotional inventory
- Designed standard shipping boxes and labels used throughout FI (Premier Service Award for image improvement/brand recognition)
- Contributed to successful commercialization and marketing of new and existing products through participation in writing, editing and proofreading of marketing materials/sales collateral/literature

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, Adobe Dreamweaver; **Content management systems (CMS):** Adobe Contribute, MS SharePoint; **Desktop publishing:** MS Publisher, Adobe Pagemaker; **Graphic design/image editing:** Adobe Photoshop; **Document management/other:** Adobe Acrobat Professional; **Audio editing/production**