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INTERNAL COMMUNICATIONS MANAGER

Inform | Engage | Impact | Connect | Inspire | Build Understanding & Alignment | Increase Adoption

Creative problem solver and critical thinker who adeptly translates complex information and concepts into strategic communications plans and vehicles to advance business priorities and outcomes. Author, edit, and proofread (AP style) clear, concise, relevant, innovative and targeted planned and ad hoc messaging. Leverage inventive multi-channel campaigns for global audiences by “connecting the dots”: understand goals, construct messages and select appropriate channel mix. Lead and execute intranet / social intranet design and management. Foster positive relationships, consult and collaborate with cross-functional stakeholders.

- **Technology**
- **Environment, Health and Safety (EH&S)**
- **Operations**
- **Corporate Communications: Messaging, News, Storytelling and Branding**
- **Change Management**
- **Training and Development**
- **Control Management**
- **Risk, Resiliency & Business Continuity**

PROFESSIONAL EXPERIENCE & ACCOMPLISHMENTS

BNY MELLON, Pittsburgh, PA

2014 - 2021

Internal Communications Manager, Technology

Advanced strategic goals for businesses, project teams, managers and executives in a dynamic, fast-paced environment by planning and delivering global coordinated communications. Tailored voice and style to address identified objectives (strategy, mission, vision and values) based on audience perspectives / profiles.

- Orchestrated, consulted and supported diverse, strategic, integrated and comprehensive short- and long-term multi-channel communications plans and rollouts for change management initiatives / projects:
 - Reduced costs, modernized infrastructure, updated collaboration tools, services and processes, and eliminated redundancy, often yielding total benefits of \$500,000 or more.
 - Improved adoption; employee experience; and facilitated digitization and digital literacy.
- Shaped program direction, workflow and scheduling / editorial calendar to optimize effectiveness and alignment with corporate / enterprise messaging; implemented new channels and improved processes.
- Simplified and accelerated change management by authoring and disseminating branded content and deliverables, including newsletters, articles, senior leadership and executive messaging, blogs, brochures, town halls, videos / scripts / transcripts, digital signage and templates through relevant channels.
- Energized key themes and narratives for broad and focused audiences by carrying out organizational change announcements, change project management and crisis communications for internal stakeholders including technology, risk, human resources, training, finance and operations.
- Spearheaded HTML email creation and distribution, tracking metrics and analyzing results. Acted as team subject matter expert on best practices, branding and upgrades with vendor. Regularly coordinated and reduced email traffic by 33-50% via savvy distribution and expanding channel mix for 50,000 employees.
- Built, maintained and moderated essential online resources / collaboration sites for rollouts and projects.
- Coached and educated clients to promote compliance with communications, marketing and branding standards, quality and processes, ensuring required approvals were met (business, functional and legal).
- Implemented internal communications program for Operations to inform and brand the new organization by building and publishing intranet pages and content for internal social media platform (Jive).

WESTINGHOUSE, Cranberry Township, PA

2010 - 2013

Senior Communications Specialist, Nuclear Services

Increased employee knowledge, acumen and engagement by highlighting business priorities, strategy, vision, purpose, progress and successes as principal editor, copywriter and communications generalist.

- Utilized storytelling to promote key messages by writing and maintaining intranet site content (news articles and features), designing push emails, refreshing newsletter format, and refining production and archiving processes. Partnered with designers to conceptualize related visuals (graphics and images).

WESTINGHOUSE (Continued)

- Improved and fostered employee morale by managing employee recognition / celebrations.
- Founded the Quality and Continuous Improvement internal communications program, establishing and promoting the identity of the new organization. Supported related key initiatives and projects to accelerate team growth and dialogue including executive, organizational and operational messaging, newsletters, talking points, presentations, live and virtual webinar / webcast employee special events.

NOVA CHEMICALS (NCX), Moon Township, PA

2002 - 2009

Communications Specialist, Environment, Health & Safety (EHS) / Responsible Care (RC)

Drove employee and contractor understanding, knowledge, engagement and behavioral and cultural changes that enhanced EHS performance. Established an EHS communications program by creating and implementing strategic communications plans and tactics that aligned with and integrated business objectives and priorities.

- Reduced cycle time of annual public EHS / sustainability / corporate responsibility / ESG report by nearly 50% with approved vendor and delivered project budget and printing at or below targets.
- Attained 60% World Class Safety survey participation rate.
- Facilitated leader interaction with employees via “Focus on Safety” updates.
- Increased employee awareness of crucial metrics via the “Safety Watch” intranet feed.
- Completed first CEO video on safety culture to demonstrate top-level support.
- Provided strategic counsel / advice / consultation to executives, management and teams on communications strategy, writing key business messages for internal (directors, board) and external (government and regulatory affairs, and industry and trade association) audiences and partners.
- Shared crucial information by modernizing and expanding corporate intranet, pushing users to content, and reducing email and duplication. Built EHS intranet site architecture and oversaw governance.
- Reinforced key company goals and messaging for internal and external audiences through annual report content, improved branding, presentations, news articles, emails, organizational and change management communications, newsletters, posters, flyers, surveys, team charters and other vehicles.
- Drove internal and external award submission and evaluation, resulting in an industry award, inclusion in global sustainability indices (e.g., Dow Jones) and local awards.
- Edited and designed content for Social Responsibility section of NCX public website, ensuring availability of the most current and relevant information.
- Served as EHS/RC Corporate Standards Administrator, streamlining process, eliminating redundancy and ensuring documents were updated on schedule. Developed procedures, regulatory documentation (MSDS, product backgrounders and case studies), white papers, branding and identity standards.
- Functioned as Off-the-Job Safety Program Team Leader, generating plans, events and promotional items to improve off-the-job safety, health and wellness awareness and performance. Supervised vendor.
- Monitored EHS public email inbox, gauging concerns and ensuring fulfillment / closure of all inquiries.

EDUCATION

- **Master of Arts (MA)**, Corporate Communications, Duquesne University, Pittsburgh, PA, 3.9 GPA
- **Bachelor of Arts (BA)**, Philosophy and English, Washington and Jefferson College, Washington, PA, 3.7 GPA, *cum laude*
 - Phi Beta Kappa
 - Edward Moffat Weyer Prize in Philosophy

TECHNICAL SKILLS

- Business Applications:** Microsoft 365 Office Suite, including SharePoint and Teams; Confluence, Jira, Webex, Jive
- HTML Email Platform:** Poppulo
- Web Design / Editing:** HTML and CSS
- Image Editing / Design:** Adobe Photoshop