

SUSAN W. CELLURA

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PROFILE

Dynamic B2B communications professional and enthusiastic team-builder, with a progressive history of success in designing and implementing communications programs for global organizations. Strategic thinker with the ability to understand the needs of multiple audiences and deliver solutions. A results-oriented problem-solver with exceptional interpersonal and negotiation abilities. Proven ability to engage and interact with all levels of the organization, including high-level executives; highly skilled in written and oral communications. Highly adept at managing multiple projects and deadlines; proven team builder and leader with strong negotiating and diplomacy skills; excellent problem-solver; in-depth understanding of new/social media, graphic design, print production and multi-media. Proven accomplishments in developing and expanding brand and client footprints into social media as part of the overall marketing strategy.

KEY SKILLS

- Marketing Communications
- Internal Communications
- Brand Management
- Website Content and Strategy
- Content Development
- Executive Communications
- Social Media
- Communication Strategy
- Public Relations

PROFESSIONAL EXPERIENCE

futureAlign, Inc.

Spring, TX

2019-2020

Business Communications Advisor at ExxonMobil

- Worked with ExxonMobil Upstream businesses on internal marketing communications
- Developed and implemented communications strategy including brand awareness, key message development, news articles, internal social media, websites, digital marketing and videos - resulting in services requested doubling within a nine-month period

BJ Services, LLC

Tomball, TX

2018

Communications Manager

- Responsible for executive communications including CEO, COO, CFO and VPs of IR, Legal, IT and Sales. Included town halls, corporate video and executive campaigns
- Partnered with corporate brand manager to define and build consistency of brand across company
- Partnered with marketing manager and public affairs manager to develop digital marketing and social media strategy and content, including internal and external platforms – blog, FB, Twitter, LI, video, etc.
- Provided internal communications for business partners – IT, Legal, EHS&Q, HR and others - such as news articles, internal business and safety campaigns, business-specific messaging and alerts.
- Worked with internal business partners building web pages, messaging, and campaigns

E. Marketing Communications LLC

Houston, TX

2015 – 2018

President/Consultant

- Worked with global companies to grow company brand, image, and business by integrating marketing and communications campaigns
- Delivered and implemented communication strategies and plans
- Managed internal and employee engagement communications including strategy, editorial calendar, social media, newsletters, digital communications, writing skills, etc.
- Provided executive communications

Baker Hughes

Houston, TX

2014 – 2015

Global Marketing Communications/Writer

- Charged with content creation and development of marketing collateral for two businesses: Pressure Pumping and Completions & Wellbore Intervention

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- Managed relationship and key communications with engineers and SMEs, helping business units brand messaging for product marketing campaigns and product launch initiatives
- Developed marketing communication collateral including brochures, product announcements, web pages, case histories, advertisements, newsletter articles, social media and video scripts to support marketing strategies
- Improved writing process by creating questionnaires and templates, reducing turnaround time by 50 percent

Scientific Drilling International

Houston, TX

2013 – 2014

Global Marketing Communications

- Responsible for developing and executing commercial launches in support of the global business. Launches include collateral development, news releases, videos, social media, interviews and advertising
- Responsible for developing and implementing marketing communication strategy and plan
- Managed internal communications, which includes weekly and quarterly newsletters, and sections of the internal web site
- Lead on content development and content marketing
- Counseled other company departments on their internal communications
- Lead on social media policy, guidelines and strategy to build SDI's brand and presence
- Lead on blogger relations, company interaction on Twitter, LinkedIn, Google+ and YouTube
- Responsible for external web site management and redesign
- Responsible for creating and implementing corporate advertising strategy, both print and online
- Managed external communications

Nexeo Solutions, LLC

The Woodlands, TX

2012

Marketing Communications Manager

- Responsible for the development and execution of global communications strategies that are aligned with divisional business strategies
- Worked closely with the line of business marketing teams to develop, execute and measure strategic marketing communication plans for each business unit
- Managed communications activities to drive market awareness and increase sales at each Nexeo Solutions business units
- Collaborated across the business to ensure full integration of Nexeo messaging into campaigns, trade and customer events, promotions, collateral and advertising materials, web and intranet venues, and sales/partner awareness programs
- Responsible for managing and building the corporate brand identity
- Created social media strategy and implementation plans

Chevron Corporation

2008 – 2011

Communications Advisor

- Developed and implemented integrated communication strategy and plans in support of the business objectives for the Strategy, Technology & Commercial Integration (ST&CI) organization and its leadership team
- Provided communications and brand counsel to leadership as well as managers and supervisors
- Implemented two-way communication channels, including interactive newsletter, webcast town-hall meetings, and broadcast emails that increase employees' understanding of business-unit goals and improve employee engagement
- Counseled and managed culture and change management communications as well as strategy and implementation. Identified and utilized appropriate communication strategy and vehicles, including new media and video tools
- Worked with both the business HR representative and the corporate HR representative to craft and deliver communications around benefits, incentives, performance management/reviews, organizational changes, company and business goals, bonus and merit structures/payouts, amongst other messages
- Managed business intranet site, including incorporating SharePoint; Part of overall organization intranet revamp saving \$1 million
- Editor of monthly and weekly business news line-up, including identifying, creating, writing and distributing stories that showcase the business and how it benefits the corporation
- Responsible for communications measurement
- Managed consultants and agencies for communications consistency and delivery
- Member of corporate social media team
- Managed team of two including consultant/contractor relationships
- Advised, created, implemented, and monitored internal new media communications
- Managed and redesigned business intranet site

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Huntsman Corporation

The Woodlands, TX

2005 - 2008

Director, Global Business Communications

- Developed and launched global branding initiative for the coatings business unit. Coordinated, organized and motivated members within the business to support the initiative, which was then adopted by the full division. Results included an updated web site garnering a 51 percent increase in external hits and search engine results in the top three listings as well as media placement within trade publication that led to commercial business with Behr Paint and a prediction of 300K lbs of product in the next year.
- Provided strategic marketing communications counsel
- Development of executive communications on all aspects of business
- Identified and implemented, business development opportunities cross-divisionally
- Global corporate branding initiatives; as part of team, researched, identified, and rolled out globally
- Created first internal business blog for company. Blog views and participation peaked at 73 percent.
- Successfully educated business on using social media tools as part of overall marketing communication strategies, resulting in special event blog participation. Over week of event, blog had direct traffic of 78 percent.
- Developed communications strategy to respond to international product crisis
- Coordinated redesigning and standardizing of seven business-specific web sites
- Represent Huntsman on communication committees – Soap & Detergent Association and American Chemistry Council
- Counseled global marketing managers and teams to manage budget and strategic planning expectations/outcomes
- Developed and implemented all aspects of internal communications

Ciba Specialty Chemicals

Greensboro, NC

2001 - 2005

Manager, Marketing Communications

- Led the development and implementation of regional media relations plan and strategy for NAFTA region. Included trade, industry, Foundation and geographic focus. Worked with corporate communications, which included announcements, internal publications and the intranet.
- Writing and coordination of annual marketing communications plans for three business segments covering general opportunities as well as specialized opportunities in the US, Canada and Mexico. Counseled businesses on messaging, delivery, tools, etc.
- Liaison for global communications for the business divisions.
- Wrote communications plan for restructuring in multiple business segments. Worked closely with Segment Leadership Team and counseled management on how to communicate with employees during transition
- Developed standby statements and conducted media training for contentious business issue. Sat on global issues management team and helped management position the company with customers, employees and the media on this issue.
- Led successful US public relations tour for Home & Personal Care product to build positive education around consumer product. Worked with third-party spokesperson. Coverage included CNN, *Parents* magazine, and *Self* magazine.
- Served on the Strategic Planning Committees for the Textile Effects Segment and the Personal Care Global Business Line
- More than doubled positive media coverage in first six months on the job for Textile Effects segment
- Wrote for and counseled segment leadership on internal and external communications
- Wrote communications plan and coordinated various e-business launches for segments and their customers
- Coordinated regional product launches and specialty customer campaigns
- Played active part in promoting Human Resources' initiative "Work/Life Balance" resulting in winning recognition as a "Best Place to Work" two years in a row.

EDUCATION

Master of Mass Communication – University of South Carolina

B.A. English – Clemson University