

## **CHRISTINA (TINA) CAVITT**

**36 Maple Lane  
Little Canada, MN 55117  
651-482-8778**

tina@nonpublicworks.com

www.ballcapproductions.biz

### **SUMMARY**

Results-driven communications professional with more than 20 years experience in marketing, employee and human resources communications. Multi-faceted writer/editor, projects/events manager and video producer with established record of success in creative and impactful communications.

### **PROFESSIONAL EXPERIENCE**

**TINA CAVITT, WRITER & TRUMPETER, Little Canada, MN** **2006 to present**  
**Freelance writer and trumpeter**

- Writer specializing in business writing, employee communications, magazine articles and project management. Please see [www.ballcapproductions.biz](http://www.ballcapproductions.biz) for work samples.
- Trumpeter in quintets, brass ensembles, bands, community theater orchestras, etc.

**MEDTRONIC – Fridley, MN**

**Communications/Organizational Effectiveness Senior Specialist** **2005-2006**

- Partnered with executive management, internal web and graphics departments to develop Global Business Solutions (GBS) communications guidelines that supported Medtronic marketing internal brand standards.
- Developed/implemented HR program rollout promotions.
- Wrote/edited senior management communications.

**UNITED HEALTH GROUP – Minnetonka, MN**

**Uniprise Communications Director** **2005**

- Created internal communications guidelines and standards consistent with United Health Group Corporate Communications toward creating professional and consistent global messages.
- Conducted employee interviews/focus groups and communications needs analysis of customer service centers to help create more meaningful employee communications.
- Wrote/edited senior management communications.

**GUIDANT– Arden Hills, MN**

**Human Resources Communications Senior Associate** **1996-2004**

- Created global human resources internal brand consistency, helping facilitate Guidant's growth from 5,000 individuals to a worldwide workforce of more than 12,000 employee-owners.
- Developed/implemented human resources communications strategies for global benefits, employee relations, compensation, management conferences and recruiting campaigns, unifying the messages of multiple and diverse business units into one powerful voice.
- Managed external writers, graphics firms and video production houses to develop award-winning support materials, recognized by peers in the field for excellence in

communications.

- Built strong relationships with executive management, teaming to ghost write global messages, ensuring clear, dynamic and effective communication to large employee groups.
- Served as HR communications internal consultant, partnering effectively across multiple business units, and working independently.

**Employee Education & Development Associate** **1994-1996**

- Identified, developed and implemented corporate education curriculum, building leadership capability, and deepening the management capabilities bench, thus improving shareholder value.
- Coached HR staff in communications, improving professionalism across diverse team.
- Scripted senior staff presentations for high profile awards ceremonies and corporate conferences, ensuring appropriate and effective communication strategy.

**Corporate Communications Associate** **1991-1994**

- Wrote, edited and managed internal publications, external sales literature, general communications and audio-visual scripting.
- Managed projects including product launches and internal employee special events.

**T. CAVITT & ASSOCIATES – Eagan, MN** **1990-1991**  
**Owner**

- Managed and operated all operations of freelance business, including sales and account management, writing, art direction and program management.

**HEALTH RISK MANAGEMENT (HRM) – Edina, MN** **1989-1990**  
**Marketing Communications Manager**

- Directed HRM's corporate advertising activities, producing advertising and sales brochures and publications, and audio-visual programs.
- Developed publications to promote sales and managed business-to-business direct marketing initiatives, while coordinating consumer research.

**MUTUAL SERVICE INSURANCE (MSI) – Arden Hills, MN** **1985-1989**  
**Sales Communications and Advertising Manager**

- Developed and managed innovative life and casualty company sales promotion, sales communication and customer communications programs to stimulate sales.
- Directed all MSI advertising programs and the centralized audio-visual system.
- Managed, wrote and edited sales force magazines, newsletters, direct mail and sales brochures; produced audio-visual presentations.

**EDUCATION**

**Graduate studies – Writing**, University of Minnesota  
**Graduate study – Writing**, St. Cloud State University  
**B.S. – English** – Bemidji State University

**AFFILIATIONS**

**Member** – International Association of Business Communicators (IABC)  
**Member** – Association for Women in Communications (AWC)  
**Trumpeter** – MN Brass Inc, Brio Brass, theater orchestras and Classic Brass Inc.