

CHRISTINA (TINA) CAVITT

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www.ballcapproductions.biz

SUMMARY

Results-driven communications professional with extensive 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

Ballcap Productions, Little Canada, MN

2006 to present

Principal

- Business writing, employee communications, magazine articles and communications project management. Clients include RBC Wealth Management, Dashe & Thomson and MSP Publications. Please visit *www.BallcapProductions.biz* for work samples.

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

Employee, Marketing and Human Resources Communications

1991-2004

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 teams.
- 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.

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 – Shoreview Northern Lights Variety Band, MN Brass Inc, Brio Brass, theater orchestras and Classic Brass Inc.