

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 extensive experience in marketing, employee and human resources communications, and biographies research, writing and publishing. Multi-faceted writer/editor, projects/events manager and video producer with established record of success in creative and effective communications.

PROFESSIONAL EXPERIENCE

Ballcap Productions, Little Canada, MN

2006 to present

Principal

- Business writing, employee communications, magazine and newsletter articles, communications project management, and biography writing. 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

Internal, 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.

CHRISTINA (TINA) CAVITT

page 2

- 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 – Minnesota Women in Marketing and Communications

Member – Association of Personal Historians

Former long-term member – International Association of Business Communicators

Trumpeter – Shoreview Northern Lights Variety Band, MN Brass Inc., Brio Brass, theater orchestras, Classic Brass Inc., World Drum Corps Hall of Fame, Military Salute Project – Remember The Fallen, Bugles Across America