



# Nicole Haddenham

CORPORATE COMMUNICATIONS | DIGITAL WORKPLACE

A creative problem solver with a drive for excellence and a focus on achieving results, I am not afraid to look past conventional thinking in search of innovative solutions to solve problems. I offer 15-plus years of experience in corporate communications and have been successful in leading multi-discipline company-wide functions and cross-functional teams, including managing budgets and resources. A storyteller who is a skilled writer, editor and strategist (and a true grammar nerd at heart), I craft compelling content that resonates with target audiences and understand the importance of building partnerships and trust with stakeholders. I thrive in an environment with varied activities and am a highly-organized individual who excels in balancing multiple and competing priorities and leading teams to support the work.

## KEY ACCOMPLISHMENTS

- Served as execution executive for HR digital transformation at Fortune 500 company, from strategic roadmap planning to product assessment and successful on-time and under-budget deployment. One-year after implementation, project has resulted in ongoing 40% reduction in calls to contact center and more than 85% satisfaction rate among employee and contact center representatives.
- Led multi-year content modernization project that included conversion of HR information from legacy web pages to new knowledge base through extensive audit and retirement of more than 1,500 pages and creation of ~350 knowledge articles. Results included improved findability and increased self-service for employees.
- Built successful internal communications program and team from scratch, including multi-year strategy, resulting in employee-centric content and improved employee engagement.
- Reduced redundant, outdated and trivial content through the development and implementation of content governance models (procedures, style guides, publishing workflow, attestation) for digital workplace, intranet and knowledge base.
- Led corporate intranet and coinciding SharePoint upgrade (multi-million dollar budget) including restructuring of the platform to better serve employees through the creation of enterprise content types and analysis and migration of content and applications. Managed a team of 12, including external vendors, and served as PM, communications SME, intranet SME and primary trainer. Results included increased trust in content and improved findability.
- Recognized nationally for change management through deployment of award-winning intranet, which earned “Best Website Launch” from PR Daily.
- Strengthened cross-functional communication, collaboration and change management through launches of successful change networks at multiple companies.
- Recognized for outstanding contributions in leadership as the recipient of multiple awards, including corporate key contributor award (three years) and HR HERO award.
- Promoted four times due to successes in leading projects, overall high performance and exceeding organizational goals.
- Project lead and participant for corporate community programs including company-wide volunteer week, pro bono challenge and community ambassadors committee.
- Appointed/served on advisory councils/committees (present and past): ServiceNow Product Advisory Council, Tech Council, SharePoint Governance Council, IT Policy Advisory (chair), Organizational Development Council, Project Management Community of Practice, New Employee Welcome, Employee Technology Experience.

## SPECIALTIES/SKILLS

- Agile development process
- AP Style
- Change management
- Communications strategy
- Content management lifecycle
- Cross-channel engagement
- Digital-first content
- Digital transformation
- Digital workplace/intranet
- Email marketing platforms
- Employee experience
- Knowledge management
- Measurement/metrics
- MS SharePoint + O365
- SaaS platform implementation
- ServiceNow
- Social media platforms
- Survey platforms
- Usability + UX testing
- WordPress
- Writing and editing

## SPEAKING ENGAGEMENTS

- Colorado Jaycees Conference
- Employee Communications Conference
- Best Practices for Employee Communications in a Digital Workplace
- Intranets for Internal Communications
- Intranet Global Forum
- Employee Experience Summit



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## EXPERIENCE

**Managing Director, Employee Experience/Prod Management | Charles Schwab**  
*San Francisco, CA | 2018-present*

- Drive employee adoption of HR systems through the development and deployment of change management and product marketing strategies.
- Define strategy and product roadmap for digital HR platform based on long-term product vision, user needs, market trends and platform capabilities.
- Lead team of BSAs responsible for gathering system enhancement requirements.
- Develop and execute knowledge strategy, processes and governance to ensure employees receive high-quality interactions and accurate information.

**Senior Team Manager, Digital Content + Intranet | Charles Schwab**  
*Denver, CO | 2016-2018*

- Led and supported activities that impacted the employee experience, including the development of practices and processes to ensure a consistent and streamlined approach to HR-centric technology interactions.
- Analyzed user behavior and analytics to make data-driven content improvements.
- As product owner for the corporate intranet, guided teams in backlog prioritization and supported launch activities through change management, product marketing and communication strategy development.
- Led a team of web developers who supported HR presence on the intranet.

**Head of Internal Communications | Tri-State Generation & Transmission**  
*Denver, CO | 2014-2016*

- Led all aspects of internal communications program and team, including content attestation, requirements, planning and building a content strategy across program and project lifecycles.
- Provided strategic direction and editorial counsel to executive leadership, business groups and employees.
- Partnered with internal clients to develop and execute programs, create solutions to solve business challenges, improve tools and process and manage change communications.
- Product owner for digital communication channels, including corporate intranet, digital signage, reputation management and internal email platforms.

**Strategic Comms Project Manager | Tri-State Generation & Transmission**  
*Denver, CO | 2012-2014*

- Initiated and lead corporate communications and IT projects and established priority communications initiatives, created associated content and messaging and executed related deliverables.
- Managed strategic communications department, including direct reports.

**Corporate Communications Specialist | Tri-State Generation & Transmission**  
*Denver, CO | 2007-2012*

**Community Relations Coordinator/AmeriCorps VISTA | Delaware Mentoring Council**

*Newark, DE | 2006-2007*

**News Reporter | Meade County Times-Tribune & Rapid City Journal**

*Sturgis, SD | 2002-2006*

## EDUCATION

**CERTIFICATE PROGRAM/2020**

*Psychology of Leadership | Cornell University*

**MASTER CERTIFICATE  
ADVANCED STUDY /2013**

*Technology and Information Systems,  
Project Management | University of Denver*

**MASTER OF SCIENCE /2006**

*Administration, HR Management  
Specialization | University of South Dakota*

**BACHELOR OF ARTS/2003**

*Journalism | University of Wyoming*

## GALLUP TOP FIVE

INPUT | LEARNER | FOCUS  
ACHIEVER | COMPETITION

## COMMUNITY

- American Cancer Society ABOA
- Denver Creates writing group (founder)
- Denver Jaycees BOD (president)
- Denver VOICE BOD (president)
- Goodwill Industries (mentor)
- IABC
- Junior Achievement (classroom)
- Professional BusinessWomen of California
- Schwab Community Ambassadors
- Schwab Pro Bono Challenge (lead)
- Schwab Volunteer Week (lead)
- The Good Dog Rescue (foster)



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