

# NATALIE CAPONE GILLESPIE

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## PERSONAL OVERVIEW

- Senior-level communications professional providing **strategic leadership and counsel for global internal communications, marketing and digital communications**, delivering results through targeted messaging.
  - Helping **leaders to connect employees to their vision** through clear communications in their own voices.
  - **Strategic do-er who first makes sure we're doing the right thing**, then puts the plans in place to make sure it happens, all the way through tracking results and identifying opportunities for improvement..
  - Trained as a professional writer, I live for – and guide my team to constantly strive for – copy that is short, sticky and exactly on point, **making readers want to click, read more and understand what they need to**.
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## EXPERIENCE

### **ARCONIC INC. (FORMERLY ALCOA INC.)** Pittsburgh, Pennsylvania **1999-Present**

*Global leader in multi-materials innovation, precision engineering and advanced manufacturing; \$12.5B in revenue; 43K employees across 30 countries. In November 2016, Alcoa Inc. separated into Arconic Inc. and Alcoa Corporation.*

*Corporate Communications serves as Arconic's in-house communications agency overseeing internal and external communications, business communications, creative services and corporate marketing. Part of the three-member leadership team that sets communications strategy, builds company-wide channels and creates content to energize audiences with our message, reaching 43,000 employees globally as well as customers, recruits and community members.*

#### **VP, Marketing, Digital and Internal/Leadership Communications**

*Director (VP since 2016), Strategy & Operations, Internal & Leadership Communications*

*Director, Internal & Leadership Communications*

*Manager, Global Internal Communications*

*Manager, North American Human Resources Communications*

*Manager, Employee Communications (Pittsburgh-focused)*

*Independent Contractor*

**2018 - Present**

**2014- 2018**

**2013-2014**

**2008-2013**

**2006-2008**

**2000-2006**

**1999-2000**

- **Drive global communications strategies and messaging to connect employees and support business success.** *Initiatives include Strategic Priorities, business optimization, refreshing Vision & Values, cash sustainability program, environment health & safety (wellness, safety), Human Resources (employee engagement, recognition, performance management, benefits), Ethics, and Information Technology.*  
**Recent projects:** Launch of new CEO and his four-part business strategy; company-wide surge for operational excellence, including a two-day summit of all plant managers to align on strategy and actions; Introducing separation of Alcoa into two standalone companies, brand launch of new company; internal communications related to proxy contest, including introduction of interim CEO; internal communications for three acquisitions (immediately connecting new employees and integrating them into culture). Led four-day annual Leadership Conference bringing together top 400+.
- **Deliver information daily** to 43,000 employees worldwide through daily portal, award-winning newsletters, electronic bulletin boards and leadership communications. Instrumental in increasing engagement 25 points between 2006-2015.
- **Engage internal and external audiences through digital and social channels**, including arconic.com and corporate Facebook, Instagram, and LinkedIn. Guide building of our new Arconic brand, including relaunch of a company-wide store, tradeshow, and developing brand guidelines and voice.
- **Communications counselor to leaders, including three CEOs**—developing and delivering messages to inspire teams. Created a "get to know you" road show to introduce new CEO; support his weekly messages to employees and quarterly webcasts to senior leaders, and direct the Plant Managers Summit to return focus to operational excellence. Wrote former CEO's "State of the Company" addresses and directed

annual leadership conference and monthly video webcasts. Worked with interim CEO to create stability during nine-month tenure. Teach highly rated communications course in executive development program.

- **Lead Communications Services**, visual design team which launched and supports enterprise-wide employee portal, implements consistent branding strategy internally and externally, creates digital and video assets.
- **Directed Strategic Operations** of entire Corporate Communications function, from establishing media monitoring to developing organizational structure, and overseeing budget/HR for 30-person organization.
- **Member of:** Global Communications Lead Team, Pittsburgh Offices Lead Team, Pittsburgh Community Advisory Board. Former member of Alcoa Women's Network Steering Committee.

**CARNEGIE MELLON UNIVERSITY** *Pittsburgh, Pennsylvania*

**1997-1999**

***Human Resources Communications Specialist***

- **In newly created position, built communications strategy** to reach Carnegie Mellon's 3,200 faculty and staff employees on issues pertaining to Human Resources, including health, welfare, and retirement benefits; employment policies; and development.
- **Initiated and edited bimonthly employee and quarterly supervisory newsletters** to promote HR.
- **Led team to develop HR department web site** for use by faculty, staff and external job applicants.

**US AIRWAYS** *Pittsburgh, Pennsylvania*

**1994-1997**

***Manager, Human Resources Communications***

- **Led Human Resources communications** for US Airways' 48,000 employees and retirees during time of tremendous change, addressing issues pertaining to benefits and retirement and employee relations.
- **Communicated complex issues** such as wage and work rule concessions, stock options, profit-sharing payouts, policy changes, and new benefit programs.
- **Developed communications plans for all Human Resources** groups (compensation, employee relations, pension and benefits). **Met all regulatory requirements by establishing consistent approach.**
- **Initiated and published two bimonthly publications** (employees and leaders) to promote understanding of and appreciation for HR issues and benefit programs. Wrote, edited and oversaw production.

**WESTINGHOUSE ELECTRIC COMPANY** *Pittsburgh and Blairsville, Pennsylvania*

**1989-1994**

***Specialty Metals Plant Communicator.*** Connected shop floor employees to business results by publishing weekly newsletter. Facilitated leadership communications and employee engagement: town halls; focus groups; supervisor bulletins; employee recognition, family activities, charitable funds.

***Headquarters Internal Communications Representative.*** Supported corporate communications news distribution, reaching 120,000 employees worldwide by writing articles and special communications.

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## EDUCATION

**CARNEGIE MELLON UNIVERSITY**, BA in Professional Writing; minor in Visual Communications, 1989  
Humanities and Social Sciences rank: 5/224. Yearbook editor-in-chief, newspaper reporter, residence hall assistant, Andrew Carnegie Society Scholar.

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## ADDITIONAL INFORMATION

- **Advocate for quality education: Riverview Children's Center Board of Directors**, 2000 to present; vice president since 2002. **O'Hara Elementary** volunteer (2002-2017). **Dorseyville Middle School community advocate** (2018). **Catechist and Children's Liturgist**, St. Scholastica Catholic Church, 2002-2015.
- **Carnegie Mellon University Alumni Associations**; former member of the Alumni Association Executive Board and Andrew Carnegie Society (alumni organization).