



# BRANDI MCMANAMAN

COMMUNICATIONS AND CHANGE MANAGEMENT LEADER

## CONTACT

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## ABOUT ME

With more than 20 years of experience in corporate and nonprofit settings, I am a results-driven leader skilled in strategic communications, stakeholder engagement and change management. My strengths include conceptualizing and executing campaigns, writing for executives, producing stellar events and creating messages that build culture and influence audiences.

In 2017, I started Brandicomm with a desire to help communications, marketing and nonprofit teams succeed. From strategic and visionary communications to daily operations, and from a one-time event to a long-term initiative, I help clients tell their story.



## EDUCATION

- Bachelor of Arts**  
Political Science  
*Texas A&M University*
- Master of Science**  
Social Work  
*The University of Texas at Arlington*
- Change Leadership Certificate**  
*Cornell University*

## EXPERTISE

- Executive Communications
- Employee Engagement
- HR Communications
- Internal Branding/Culture
- Strategic Communications
- Change Management
- Nonprofit Development
- Video Production
- Writing and Messaging
- Event Coordination

## TIMELINE



## EXPERIENCE HIGHLIGHTS

At **Brandicomm, LLC (2017-present)**, I develop communication strategies and assets for clients in health care, consumer services and education. Recent projects include:

- Develop rollout strategies for new corporate initiatives.
- Launched and continue to manage a video program for a health care client.
- Create executive blogs and intranet content.
- Write website copy for small to medium-sized businesses.
- Develop stakeholder engagement content for health care clients.

## EXPERIENCE HIGHLIGHTS

At **Interstate Batteries (2016-2018)**, I developed and implemented communications to engage employees, distributors and franchisees with the purpose, vision, values and strategies of the company.

- Developed and implemented communications and content for 1,500-attendee distributor convention.
- Created executive communications for the business unit president, including a monthly column, talking points and videos.
- Managed daily communications for Operations, Supply Chain, Finance and IT (newsletter, email, web).
- Supported the reorganization of the communications team structure to advance the company's overarching change management strategy.

At **Texas Health Resources(2002-2016)**, I held four progressively responsible roles. Accomplishments:

- Established communications and PR function for the physician enterprise, Texas Health Physicians Group (THPG). Managed a high-performing team and six-figure budget to execute a variety of communications.
- Managed stakeholder communications for Texas Health's 25,000-strong workforce.
- Produced communications for Texas Health's CEO and THPG president, including presentations, organization-wide announcements and videos.
- Received Healthcare Advertising Award for the CEO communication program. After attending program, participants rated their understanding of Texas Health's strategic plan and level of trust in leadership at 98 percent.
- Developed and implemented a campaign to drive physician adoption of the new consumer website for the physician group. All 110 targeted physician practices opted to move to the website at launch. Received Dallas IABC Quill Award of Excellence and Aster Award-Gold.
- Directed all aspects of all-group physician meetings, increasing physician attendance by 66 percent. Top-two box ratings of meeting value increased 39 percent.
- Received Dallas IABC Quill Award of Merit for a culture-building program "Take a Trip Around THPG."
- Developed and implemented internal campaigns launching Texas Health's master brand. Received Dallas IABC Quill Award of Excellence for "Manager's Guide to the New Brand."
- Received Aster Award, Healthcare Advertising Award for the brand promise collateral.
- Developed and implemented communications for Texas Health's strategic plan. Received IABC Silver Quill Award for the Southern Region and an Aster Award-Gold for this work.
- Received Texas Health Resources' Living the Mission Award presented by the CEO.

At the **YMCA of Metropolitan Dallas(1996-1998 and 2000-2001)**, I managed community relationships, volunteers and fund development. Highlights included:

- Created a funding source database, increasing submitted proposals by more than 500 percent.
- Recruited and managed 400-plus event volunteers for the annual YMCA Turkey Trot and 300 fundraising campaign volunteers. In addition, I trained and managed youth shelter volunteers.
- Revitalized Safe Place outreach program for youth in crisis. Increased incoming calls by 69 percent.

## VOLUNTEER ACTIVITIES

- Plano Independent School District
- Passport for Paws Animal Rescue