

Melissa Quesnel

Creative Communications Professional



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Niskayuna, NY

About me

With my experience spanning an array of communications disciplines for more than 15 years, I have honed my skills as a storyteller. No matter the audience - employees, customers, media, shareholders, or community - there is always an opportunity to develop a company's distinctive voice and tell its story. I am respected for my creativity, ability to work with all levels of an organization and personalities, and the skill of clearly communicating complex information.

Areas of expertise

Employee engagement | Culture building
Executive coaching | Creative content creation
Copywriting | Intranet management | Script writing
Video creation & editing | Social media
Managing creative agencies | Interactive experiences
Press relations | Targeted marketing campaigns
Website content development & management

Education & training

University at Albany

B.A. Communications, Minor: Journalism
Summa Cum Laude (top 1% of graduating class)

Leadership training:

- GE Foundations of Leadership
- GE Leadership Development
- GE Change Acceleration Program

Experience

Communications & Engagement Manager

SI Group

July 2019 to present

Responsible for SI Group's global employee communications strategy and culture building. This requires working closely with the CEO and leadership team to develop and execute creative communication solutions for a rapidly evolving company.

- Amidst COVID crisis, created weekly video communication for CEO, each with a 24-hour turn-around; recorded and edited > 100 episodes
- End-to-end deployment of company's first employee engagement survey, garnering 79% participation
- Developed new intranet built on SharePoint Online
- Recognized with 2020 SPARK Award for top performance across company

Experience (continued)

Digital & Customer Communications Manager

GE Power

Feb 2015 to May 2019

Responsible for developing strategies and creative content for GE Power's external digital channels including social media, website, targeted marketing campaigns, and interactive customer experiences. Achievements include:

- Grew LinkedIn followers by 40%, to more than 1 million
- Increased YouTube subscribers by 30% and video views by 71%
- Developed direct email series that reached >500 customers, each send with a consistent open rate ~75%
- Managed 2 direct reports

Internal Communications Leader

GE Renewable Energy

May 2011 – Feb 2015

Developed and executed the global, business-wide internal communications strategy that reflected GE Renewable Energy's unique culture. This involved sourcing, writing, and distributing news stories, producing quarterly employee broadcasts, working closely with HR on major organizational announcements, and supporting & coaching executive leaders.

- Created and led global engagement committee to execute global and local employee events
- Developed bi-weekly email newsletters for a global population of over 3,000, each receiving >4,000 clicks
- Based on employee survey, increased engagement by 8% points

Communications Specialist: Writer

Granite Services assigned to GE Power & Water

Oct 2008 – May 2011

Wrote and edited internal and external communications for an array of channels including customer magazines, email newsletters, intranet articles, product fact sheets, and other collateral. In this role, I was the team leader for 3 employees.

Internal Communications Specialist

Adecco Staffing assigned to GE Energy

July 2007 – July 2008

Led Schenectady site communications; developed online and printed news content across a site of 3,000+ professional and manufacturing employees.