

SUSIE DECKER

San Francisco, CA • 917.533.7559 • susiedecker@gmail.com • susiedecker.com • LinkedIn

Senior Manager, Internal Communications | Visual Storyteller | AI Champion

SUMMARY

A strategic communications partner to senior leaders and employees alike, I translate complex business priorities into communication that people read, remember, and act on across a global workforce. My background is in visual communications, and I have spent my career marrying language and design, using that lens to shape every channel, message, and employee experience I touch. As an AI Champion, I educate teams on practical adoption and build workflows that make communications programs more effective and scalable. I also coach and develop communicators across the business, raising the quality of communication far beyond what one team can produce. That work drives measurable results, from employee engagement to revenue impact.

CORE COMPETENCIES

- Executive Communications & Ghostwriting
- AI Enablement, Education & Workflow Design
- Manager Enablement & Leadership Messaging
- Editorial Strategy & Channel Architecture
- Coaching & Communications Enablement
- Change Management & Employee Engagement
- Visual Storytelling & Design Strategy
- Cross-Functional Stakeholder Partnership
- Culture Programs & ERG Leadership
- Measurement & Adoption Analytics

PROFESSIONAL EXPERIENCE

Senior Manager, Internal Communications (Promoted)

April 2021 – Present

Thumbtack | San Francisco, CA

Home services marketplace connecting millions of homeowners with local professionals across the US. Distributed workforce of 1,300+ employees spanning the US, Canada, and the Philippines.

- Authored Thumbtack's internal channel matrix, the standard the company uses to decide what belongs on the intranet, the weekly newsletter, email, and Slack, including length limits and escalation rules that keep company-wide email gated and channel noise down
- Run the communications workstream on confidential organizational restructures across North America and the Philippines, read-in with HR, Legal, Finance, and Total Rewards, and produce the talking points, FAQs, and delivery scripts leaders use to communicate change to their teams
- Advise C-suite executives, including the Chief Commercial Officer and Chief People Officer, on what to communicate and when, shaping executive narrative, organizational updates, and transition strategy including the company's first CMO hire
- Set the AI strategy for the Marketing and Communications function on the premise that a lean team buys capacity through tooling rather than headcount, building the workflows and custom skills library the function now runs on, and enabling **70+ employees** across the business to work the same way
- Led communications for Thumbtack's first active U.S. benefits enrollment, converting a passive auto-enroll cycle into one requiring action from every employee, and drove **99% completion against a 100% target** through a five-week, eight-channel campaign built on segmented reminders, manager enablement, and targeted outreach to non-enrollers
- Led enterprise HRIS change communications across three countries, pairing manager enablement with self-service education so employees could resolve their own questions rather than route them to People Ops
- Own the full communications program for Thumbtack's annual Values Awards, a company-wide recognition initiative I co-lead: nomination campaign, manager enablement, show scripting, and winner reveals, driving **1,000+ nominations over three years** and a live audience of **697, more than half the company**
- Mentor **40+ employees and managers** on executive storytelling, presentation development, and message structure, raising the quality of communication coming out of partner teams without adding communications headcount
- Produce global all-hands and live event experiences, including external Pro Summit segments featuring executive leaders and outside speakers
- Grew the Women's ERG by **33%** into a 333-member community and the most active ERG at Thumbtack, and led communications strategies supporting four national Great Place to Work awards

Senior Communications Manager

November 2018 – January 2021

Walmart eCommerce | San Bruno, CA

eCommerce division of the Fortune 1 retailer, supporting the merchandising organization through major digital transformation and omni-channel integration.

- Drove an **\$8M revenue increase in six weeks** by leading a multi-channel internal communications campaign supporting adoption of updated customer search algorithms across the eCommerce merchandising organization
- Built and measured communications plans using sales performance data, operational error tracking, and manager feedback loops, optimizing in-flight based on real adoption signals, not assumptions
- Partnered with Corporate Communications on omni-channel integration initiatives impacting approximately **6,000 eCommerce and retail merchants** during large-scale organizational change
- Redesigned onboarding and training communications for the Training and Development organization, improving **manager satisfaction scores by 30% year-over-year**

Creative Director & Strategic Communications Consultant

July 2000 – November 2018

Susie Decker Design | San Francisco, CA

Independent consultancy serving 5 to 6 clients annually across technology, healthcare, finance, media, and consumer goods, including Sotheby's, Oracle, FICO, Stitch Fix, GQ, and SELF.

- Delivered a **15% conversion rate** on Oracle digital commerce assets through an audience-focused content strategy and visual communication hierarchy
- Developed large-scale communications assets for Stitch Fix, FICO, and Columbia Women in Business, including an 80-page vendor guide, interactive sales enablement materials, and conference branding that drove **650+ event attendees**

ADDITIONAL EXPERIENCE

Senior Graphic Designer | The Bay Club Company, San Francisco, CA

2012 – 2015

Creative Manager | RockYou, San Francisco, CA

2009 – 2011

Earlier career includes visual communications and design roles at Condé Nast, Sporting News, Car and Driver, Road & Track, and Deutsch NY.

EDUCATION & CERTIFICATIONS

Bachelor of Fine Arts, Graphic Communications | Washington University in St. Louis

Project Management Certification | Cornell University

Communications Leader Collaborative | Segal Benz

SPEAKING & RECOGNITION

- Presented at ALI Conference and Ragan Communications on "How Design Affects Communication," positioning visual storytelling and audience-centered messaging as strategic business communication tools
- Named Top-3 Finalist, Ragan International Communications Awards
- Two-time panelist, ALI Conference
- Bronze Medal, 2010 Living Now Book Awards for Colorado Fit Kitchen, a cookbook designed end-to-end from concept through print production