

SUSIE DECKER

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Senior Manager, Internal Communications | People Communications | Executive Communications | AI Enablement

SUMMARY

I am a listener first and a communicator second. Throughout my career, I've gravitated toward opportunities to build something new, whether that's establishing a communications program, improving how teams share information, or helping employees navigate change.

With more than 20 years in communications and a foundation in visual storytelling, I bring together language, design, and strategy to make complex information easier to understand and act on. At Thumbtack, I partner with senior leaders on organizational change, executive communications, and employee engagement. I'm also an AI Champion, helping our Marketing and Communications team adopt AI through practical workflows and tools that make our work more effective.

CORE COMPETENCIES

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| • Executive Communications & Ghostwriting | • Change Management & Employee Engagement |
| • AI Enablement, Education & Workflow Design | • Visual Storytelling & Design Strategy |
| • Executive Advisory & Leadership Messaging | • Cross-Functional Strategy & Partnership |
| • Editorial Strategy & Channel Architecture | • Culture, Engagement & Employee Experience |
| • Coaching & Communications Enablement | • Measurement & Adoption Analytics |

PROFESSIONAL EXPERIENCE

Senior Manager, Internal Communications (Promoted)

April 2021 – Present

Thumbtack | San Francisco, CA

Home services marketplace connecting homeowners with local professionals, with 1,300+ employees across the U.S., Canada, and the Philippines

- Advise C-suite leaders, including the Chief People Officer and Chief Commercial Officer, on executive messaging, organizational changes, and leadership transitions; partner with People, Legal, Finance, and Total Rewards on sensitive communications, including executive onboarding and offboarding and reductions in force
- Drive AI adoption across Marketing and Communications, helping a team of 50+ employees integrate Claude, ChatGPT, and Gemini into everyday workflows through practical guidance, education, and hands-on support
- Developed Thumbtack's internal communications channel matrix, establishing standards for when and how teams use the intranet, newsletter, email, and Slack to improve message clarity, consistency, and reach
- Led communications for the company-wide migration from Zoom to Google Meet across 1,300+ employees, communicating transparently about product gaps and building a phased adoption plan that achieved **90% adoption against an 80% target**
- Achieved **99% completion** for Thumbtack's first active U.S. benefits enrollment through a five-week, eight-channel campaign featuring targeted reminders and manager enablement; also supported enterprise HRIS change communications across three countries
- Served as Senior Lead of Thumbtack's Women's ERG, growing membership by 33% to 333 members and making it the company's most active ERG
- Developed communications supporting **10+ Fortune Best Workplaces recognitions across five categories**
- Mentor **50+ employees and managers** on executive storytelling, presentation development, and message structure, helping partner teams communicate more effectively
- Co-lead Thumbtack's annual Values Awards, managing communications from nominations through winner announcements and live event scripting, generating **1,000+ nominations over three years and an audience of 697 employees**
- Created and launched Thumbtack University Live, a monthly employee learning series that connects teams across the company, owning programming, speaker coaching, content development, and production for sessions attended by 150–180 employees

Internal Communications & Design Consultant

March 2021 – May 2023

Sotheby's | Concurrent engagement, disclosed and approved by Thumbtack

- Internal communications and design support for the global auction house, including editing and building executive and business presentations

Senior Communications Manager

November 2018 – January 2021

Walmart eCommerce | San Bruno, CA

eCommerce division of the Fortune 1 company, supporting the merchandising organization through major digital transformation and omnichannel integration

- Led a three-month, multichannel communications campaign to change search behaviors across 2,400 Walmart.com merchandisers and managers, using customer impact, manager enablement, and team competition to make algorithm improvements a priority; the campaign contributed to an **\$8M revenue lift within six weeks of launch**
- Doubled employee newsletter open rates within one year and grew internal social channel following **30% in three months**
- Built and measured communications plans using sales performance data, operational error tracking, and manager feedback, optimizing campaigns based on real adoption signals
- Partnered with Corporate Communications on omnichannel 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 5–6 clients annually across technology, healthcare, finance, media, and consumer goods, including direct clients FICO, Stitch Fix, GQ, and SELF, and project work for Oracle through an agency partner

- 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 for an event attended by **650+ people**

ADDITIONAL EXPERIENCE

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

Creative Manager | RockYou | San Francisco, CA

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 “How Design Affects Communication” at the ALI Conference and Ragan Communications, exploring how visual storytelling and audience-centered messaging support business communication; also presented on out-of-the-box thinking at ALI and served as an ALI panelist twice
- Named Top-3 Finalist, Ragan International Communications Awards