

JAMIE MANILOFF, M.A.

Communications | Strategy | Content | Culture



PERSONAL PROFILE

I approach work and life with intention and without hesitation, and bring a growth mindset to all that I do. I am always up for a challenge, whether it's navigating uncharted professional waters or heading out for adventure in the Colorado wilderness. Above all, I am passionately curious and push hard to achieve my goals in the workplace and beyond.

EXTRAS

Public Speaker, Published Author, Certified Dare to Lead Facilitator (Brené Brown: Dare to Lead Program), Podiumed Triathlete, Two-Time Scholarship Recipient: The Cardoner Institute for Contemplative Leadership

ACADEMIC BACKGROUND

Indiana University - Purdue University Indianapolis, 2015

Master of Arts, Applied Communication
GPA: 4.0

Michigan State University, 2011

Bachelor of Arts, Advertising, Public Relations, Retailing & Sales | GPA: 3.7

SKILLS & TOOLS

Content strategy, thought leadership, writing, editing, internal and external communications, content marketing, video editing, customer lifecycle management, project management, team building, public speaking

G Suite (Professional), Slack, Staffbase, Canva, Camtasia, ON24, Smartsheet, Brandfolder, Seismic, Microsoft Teams & Egnyte, Share-Point, Yammer, Salesforce ExactTarget, Adobe Experience Manager (AEM), Proof HQ, Ziflow, MailChimp

PROFESSIONAL CAREER

Smartsheet | 2022 - Present

Communications Manager, Customer Excellence

- Lead strategy, content development, video editing and event production of quarterly All Team meetings for audience of ~1000 employees
- Build and maintain editorial calendar, crafting final content in collaboration with key stakeholders including VP+ leaders and Subject Matter Experts
- Manage topline internal and external messaging around the organization's mission, vision, goals, and employee experience
- Drive strategy, and write and edit ongoing cadence of communications including thought leadership articles, Customer Advisory Board communications, video scripts, talking points for presentations, Slack and LinkedIn posts, internal newsletters, and more
- Lead cross-functional, global change management communications for 300 people, with 30 locations across Americas, EMEA & APAC
- Partner closely with World Wide Field Ops, Product Marketing & Customer Success teams to identify and develop narratives around key customer wins
- Determine, analyze and report on communications metrics, and provide recommendations for continuous improvement of channels and initiatives

General Motors | 2016 - 2022

Assistant Manager, Chevrolet Global Content Operations

- Managed strategy and development of digital assets for global Chevrolet nameplates, maintaining global consistency and local relevancy with asset re-use of 75+% by global markets
- Communicated strategy, creative, and insights around digital assets to executive leadership
- Partnered with US & Global Marketing teams, IT, Design, Legal, Safety, Product, and Site teams, and external agencies and vendors to achieve the critical global brand goals (brand tone, product messaging)
- Provided strategic guidance to global markets on the most effective usage of content across multiple media channels throughout the customer journey, ensuring key objectives and messaging were achieved
- Served as Subject Matter Expert (SME) for innovative projects such as Diversity & Accessibility and Feature Focus Videos

*Assistant Manager, Cadillac Customer Lifecycle Management**

- Developed and executed data-driven, multi-channel content strategies that optimized customer loyalty, acquisition, retention and personalization, including Owner Welcome program and SMS integration

PROFESSIONAL CAREER

- Maintained on-brand strategy for programs reaching audience of 1MM+
- Partnered with various stakeholders including CRM, Social, Digital, Sales Ops, Advertising, Marketing, Retail, Privacy, Legal, and multiple agency partners to identify, plan and produce content to support owner needs
- Responsible for maintaining Business Review Documents, Go-To-Market summaries, & CX/UX testing for Escalade Customer Notification System
- Served as main Point of Contact for internal groups such as Owner Center, Customer Sales & Service Retention, Rapid Retail, Customer Care & Aftersales, MyRewards, OnStar, GM Card, Accessories

Assistant Manager, Chevrolet Customer Lifecycle Management*

- Collaborated with senior management, and liaised between multiple internal and external stakeholders to support integrated, multi-touch campaigns, translating insights to support data-driven business objectives
- Developed content strategy for 5MM Chevrolet owners, including Owner and Handraiser eNewsletters, Welcome and Win Back programs, and End of Lease communications
- Revised and edited customer-facing communications, ensuring consistent brand voice, look and feel
- Lead Safety Approval process and Asset Audits, and served as main Point of Contact for Go-To-Market and Rapid Retail initiatives

Global Communications Lead*

- Maintained strong relationships with team leads and global clients to support multiple cross-functional projects, including the development of the Performance Driven Marketing team strategy, business roadmap and brand guidelines, and internal trainings
- Wrote, distributed, and tracked metrics for eNewsletter, and edited HTML to ensure email and hyperlink functionality, and visual display
- Developed infographics, video scripts and email copy maintaining strong brand voice, look and feel
- Conducted regular interviews with senior leaders and SMEs to discuss timely and relevant eNewsletter content
- Created strategy and design for executive presentations, including Quarterly Business Reviews and Global Digital Summit

Allegis Global Solutions | 2015 - 2016

Microsoft Account & Technology Lead

- Developed and maintained communications with all relevant stakeholders
- Lead, managed and reported out on performance assessments for team of nine specialists
- Maintained and updated daily, weekly and monthly activity and performance reports, and detailed tracking of compliance, invoice and purchase orders
- Reported out on technology Service License Agreements (SLAs) for continuous process improvement

*General Motors via Aquent

Indiana University - Purdue University Indianapolis | 2013 - 2015

Team Manager, Speaker's Lab

- Managed lab communications and operations, and team of thirteen student mentors including leadership team
- Developed and executed leadership team initiatives, and lead team meetings and training sessions
- Worked with international and domestic students, faculty and business professionals to prepare speech presentations

COMMITTEES & CERTIFICATIONS

Diversity, Equity & Inclusion Committee

Customer Excellence Team, Smartsheet
Sept 2022 - Present

Emerging Leadership Program Graduate

Smartsheet, Jan 2024

Leading with Behavioral Science: Breakthrough Customer Experience Certification

Northwestern (Coursera), April 2023

"Reverse Mentor" for Executives

General Motors Jump Start an Exec. Program
August 2021 - March 2022

Social Media Lead

General Motors Women Resource Group
June 2021 - March 2022

Founding Member

Together Digital (TD), Detroit Chapter
Nov 2017 - Oct 2021

Enterprise Design Thinking Certification

IBM, June 2020

Content Strategy Specialization

Northwestern (Coursera), May 2018

Lean Six Sigma White Belt Certification

April 2018

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