

RONDA ELLCESSOR

(804) 658-5857 ♦ (804) 677-7877 cell ♦ ronda@ellcessor.com

EXPERTISE

- ♦ Internal/external communications
- ♦ Media and public relations
- ♦ Strategy development
- ♦ Marketing and sponsorship
- ♦ Consulting
- ♦ Event planning

PROFESSIONAL HIGHLIGHTS

- Directed leadership connection events for Capital One's CIO that reached all levels of the organization, increasing employee morale scores with double-digit impacts.
- Developed targeted internal communications, helping Capital One IT employees draw alignment between their work, business unit needs and company strategy.
- Provided thought leadership to the CIO and other senior leaders for external speaking engagements.
- Planned and coordinated a dozen town hall meetings designed to drive employee engagement and detail business unit strategy and performance.
- Championed workplace and leadership excellence, writing nominations and winning external media coverage and awards that placed Capital One on technology innovator lists for InformationWeek, Computerworld, eWEEK and CIO Magazine.
- Organized enterprise-wide events, mobilizing hundreds of employees and volunteers to support Capital One's Environmental Council.
- Worked closely with senior leadership to develop and ensure message alignment between organizational initiatives and business unit communications.
- Planned and organized annual risk management training conferences for the Association of Certified Fraud Specialists, securing 60 speakers, 30 exhibitors and 20 corporate donors per event.
- Created high-quality and relevant conference agendas, tripling attendance for two national non-profit events.
- Retooled and managed the customer experience for members of the National White Collar Crime Center, increasing membership by 400%.
- Launched the National White Collar Crime Center's "Informant" magazine, growing circulation from 3,000 to 45,000 subscribers.
- Led a Congressional advocacy effort to re-establish a lost grant for the National White Collar Crime Center, resulting in \$12M restored funding.

- more-

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CAREER POSITIONS

BE Communications
Freelancer/Consultant

Capital One Financial Corporation
Senior Manager, Office of the CIO

National White Collar Crime Center
Communications Manager

The Whitlock Group
Director of Marketing

Xperts Software Design & Engineering
Sales Representative/Account Manager

EDUCATION

B.A., The College of William and Mary, emphasis in psychology and fine arts

OTHER SKILLS

Clear verbal and written communicator. Strong creative and consultative skills. Cross-functional team player with an ability to work with and for all levels of management. Ability to manage a large numbers of tasks for multiple projects simultaneously. Demonstrated aptitude for technology. Knowledge of Web design, HTML, publishing, PowerPoint, image manipulation, layout, user interface and new media integration.