ALLISON KLEMENT

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INTERNAL COMMUNICATIONS | CHANGE MANAGEMENT | EMPLOYEE ENGAGEMENT

Communications leader who makes change clear, useful, and credible to the people doing the work.

Communications leader with 20+ years across internal communications, marketing, design, and organizational storytelling. I help leaders explain change with candor, listen for what employees need, and build channels and processes that keep teams informed after a launch.

My work spans executive messaging, employee video, digital hubs, editorial governance, audience research, and cross-functional programs for distributed organizations. At Donaldson, I built a hub for seven business units that recorded 3,100+ visits and use engagement data to improve leadership content.

Selected work includes an Introduce / Invite-In / Embed mission rollout for roughly 150–500 office and frontline employees. A 10-minute leadership video distributed to 2,000+ employees retained more than two-thirds of viewers beyond six minutes.

Areas of Expertise

- Executive Communications
- Change Communications
- Employee Engagement
- Internal Channels
- Editorial Governance
- Audience Research
- Engagement Analytics
- Cross Functional Partnership
- Mission Rollouts
- Video Storytelling
- Event Communications
- Stakeholder Alignment
- Information Architecture
- Content Strategy
- Creative Direction

PROFESSIONAL EXPERIENCE

Donaldson Company
Internal Communications Specialist II, Industrial Solutions — Oct 2023 – Present

- Advise leaders across seven global business units on messages, timing, and channels for organizational priorities; write executive scripts, talking points, newsletters, video, and launch communications.
- Developed the Industrial Solutions hub and repeatable editorial workflows, submissions, templates, and governance; train and enable contributors so business units can share updates while retaining their own voices.
- Supported Donaldson.com launch and 90-day hypercare in coordination with Marketing, Sales, IT, regional teams, and vendors; prepared updates and ready-to-send communications as needs changed.
- Helped launch a refreshed partner program across five regions, creating audience-specific materials, regional routing, an interactive checklist, and practical tools for sales teams; rollout analytics are still being collected.
- Use surveys, engagement data, and direct stakeholder input to improve communications; translate complex initiatives into clear actions for global audiences.

Creatali Communications
Freelance Graphic Designer and Communications Consultant — Aug 2015 – Present

- Lead client projects from discovery to delivery, including brand messaging, content strategy, websites, information architecture, and reusable communication systems.
- For a leadership organization, clarified the roles of founder and company voices, developed recurring content themes and channel purposes, and expanded the engagement into additional channel branding.

Hearth & Home Technologies
Marketing Program Designer — Mar 2018 – Jul 2023

- Led creative execution for a national builder and homebuyer program, connecting print, microsites, video, and digital experiences for audiences with different needs.
- Partnered with sales, marketing, and vendors; presented performance insights and recommendations to senior leadership, and helped teams adopt Sitecore, Salesforce, Wrike, and Bynder.

Preferred Brands / Floor To Ceiling / Floors & More
Marketing Design Director — Aug 2005 – Mar 2018

- Advanced from advertising assistant to director; led multichannel communications and brand work for a network of 100+ independent retailers through acquisitions and brand transitions.
- Planned and supported national retailer events and launches, coordinating creative materials, vendors, timelines, and stakeholder needs; hired, onboarded, and mentored creative staff.
- Led CRM implementation and retailer communication programs across digital, print, broadcast, and in-store channels.

US Foodservice / Next Day Gourmet
Graphic Designer, contract — Jan – Aug 2005

- Coordinated print production and tracked projects.

ChartHouse Learning
Graphic Designer — Dec 1999 – Dec 2004

- Created marketing and training materials for the FISH! Philosophy, working with authors, producers, and creative teams on culture and learning programs.

COMMUNITY AND EDUCATION

Organized local research and public engagement that contributed to a one-year municipal moratorium on data center construction. Volunteer with Pawsitive Perspectives Assistance Dogs.

Brown College, A.A.S. Visual Communications | Minneapolis College of Art and Design, continuing education in interactive design, digital marketing, UX, information architecture, and web development

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SKILLS

SharePoint and Microsoft 365 · Monday.com · Sitecore · Salesforce · Wrike · Bynder · WordPress · Adobe Creative Cloud · video production and editing