

MAGGIE CAGNEY

SENIOR COMMUNICATIONS ASSOCIATE



A LITTLE ABOUT ME

A roll-up-your-sleeves, problem solver turning ideas into actions to help people meet and exceed their goals. With 7.5+ years experience, I've developed a passion to uncover, carefully craft and communicate stories. Through my career – and an ever-ceaseless desire to learn something new – I've discovered a fundamental truth: my happiness is contingent on the stories of people and what makes them tick.

EDUCATION

University of North Carolina at Chapel Hill | 2008 – 2012
Bachelors of Art in Journalism and Mass Communications

SKILLS

Adobe products:

Audition, Photoshop, Illustrator & InDesign

Microsoft Office:

Publisher, Word, PowerPoint, Teams & Excel

Social media, other:

Tumblr, Facebook, Twitter, LinkedIn, Instagram, SharePoint, Constant Contact, video & photography

Notable traits:

Strong relationship building capabilities;
Collaborative team player;
Effective communication skills;
Ability to succeed in fast-paced environments

TIDBITS

»(Good) grammar makes me (very) happy.
»I'm a lover of weird music.
»Mini things make me giddy (small food especially).

LET'S GET IN TOUCH

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WORK EXPERIENCE

Allstate Insurance

Lone Tree, CO

Senior Communications Associate | Dec. 2016 - Present

- Launched company podcast, providing a fresh approach at connecting with a global audience of 40,000 employees; managed audio production, editing and editorial calendar.
- Managed and wrote social content for company's intranet; developed feature stories, delivering news in an innovative way.
- Developed, managed and measured integrated communication strategies and initiatives, creating stakeholder engagement and belief in Allstate's business strategy.
- Provided support to National Media Team during national catastrophes; produced compelling narratives, social media content and podcasts.
- Managed company-wide social campaigns, including metrics and editorial content.
- Provided photography and social media support to clients, helping employees and leaders understand and support innovative business model.

Allstate Insurance

Northbrook, IL

Communications Consultant | Jan. 2013 – Dec. 2016

- Created and executed communication and engagement strategies to increase confidence in Allstate's life and retirement business strategy and help build reputation.
- Identified and employed best practices in change management to enhance the impact of business initiatives through effective communications.
- Worked with cross-functional teams to launch and sustain an enterprise-wide culture change initiative, *Be a Force for Good*, to revitalize company with internal stakeholders.
- Provided event, meeting and presentation support to clients across the business.
- Worked on a temporary project in the region to develop wildfire strategy for sales leaders and 400+ agencies.
- Managed and wrote content to share in newsletter for employees and agents in region.
- Hosted community relations events, coordinated and attended town halls, and served as communication support to elevate Allstate's presence in target growth markets.

Duke Corporate Education

Durham, NC

Marketing Consultant | Oct. 2012 – Dec. 2012

- Wrote, edited and published content for company's global website
- Edited leadership proposals, presentations and grants
- Scheduled and attended client meetings to generate new business and expand current business
- Coordinated various leadership and executive conferences

OTHER RELEVANT EXPERIENCE

Triple Decker Productions

Denver, CO

Book Editor | May 2018 – July 2019

- Worked as lead book editor for novel, *Mindspace: How to Live a More Creative Life in the Age of Distraction*, written by Bill Connolly, author and comedian
- Copyedited raw manuscript
- Provided visual, marketing support for content