Hey there, I'm Maggie Cagney.

A roll-up-your-sleeves, problem solver turning ideas into actions to help people meet and exceed their goals. With 8+ years of 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. What's different about me? My style leans more conversational, casual and authentic. Let's have some fun together.

Experience

2020-CURRENT

Covetrus

Boulder, Colorado

SENIOR COMMUNICATIONS MANAGER

- Provided strategic advice, talking points and counsel to senior executives.
- Developed and managed global newsletter; sourced and edited content from project leads.
- Worked with Diversity & Inclusion Team to manage content in monthly newsletter.
- Collaborated with HR to develop wellness support tools and resources for employees.
- Led the creation and organization of 11 Employee Resource Groups across global offices.
- Worked with cross-functional team to develop new employee and manager onboarding material to rebrand and refresh the employee journey.
- Maintained overall company calendar of events, including editorial content, senior leader meetings, all employee meetings, etc.
- Worked with technology team to develop education materials and communications on launch of new Service Desk tool for 5,000 employees.
- Worked with PR team to craft and execute social media messaging around specific campaigns.

2016-2020

Allstate Insurance

Lone Tree, Colorado

SENIOR COMMUNICATIONS ASSOCIATE

- Managed COVID-19 internal resource site to give employees the resources they needed to adapt to the pandemic and build confidence in their ability to evolve.
- Worked with "Future of Workplace" team to design, identify solutions for return to office.
- Oversaw the migration of company news site; measured employee content needs, providing a fresh approach at connecting with a global audience of 40,000 employees.
- Managed, measured integrated communication strategies and initiatives, creating stakeholder engagement and belief in Allstate's business strategy.
- Helped effectively advance Allstate's storytelling efforts by developing story pitches; identifying optimal vehicle for sharing stories; and adapting stories for that vehicle.
- Supported National Media Team during COVID-19 and 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 employees and leaders to advance and support innovative business model.

EDUCATION

2008-2012
Bachelor of Arts in
Journalism and Mass Communications
University of North Carolina at Chapel Hill

SKILLS I BRING TO YOUR TEAM

- Clear verbal, written and innovative communications, tailored to all levels (including C-Suite)
- Persuasive and proactive consulting
- Reaching across the aisle to build connections and relationships
- Being a creative, bold, status quo challenging leader
- Staying curious and asking tough questions
- Leading with transparency, honesty and vulnerability
- Becoming a fixer who can step in to shift the narrative of a strategy or program

Experience *(cont.)*

2013-2016

Allstate Insurance

Northbrook, Illinois

COMMUNICATIONS CONSULTANT

- 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.
- Identified and employed best practices in change management to enhance the impact of business initiatives through effective communications.
- Managed Allstate's leader newsletter/site, reaching 500 leaders; equipped managers with the info (and confidence) they needed to answer questions and address concerns.
- Hosted community relations events, coordinated and attended town halls, and served as communication support to elevate Allstate's presence in target growth markets.

2018-2019

Other relevant experience

Triple Decker Productions

Chicago, Illinois | Denver, Colorado

BOOK EDITOR

- 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.

References

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TECHNOLOGY TOOLS

- **Adobe products:** Audition, Photoshop, Illustrator & InDesign
- **Microsoft Office:** Publisher, Word, PowerPoint, Teams, SharePoint, Sway & Excel
- **Social media, other:** Facebook, Twitter, LinkedIn, Instagram, SendGrid, WorkDay, video & photography
- **Collaboration Tools:** MS Teams, Slack, Zoom and Mural

WHAT I'M LOOKING FOR

- **A role** where I can continue to build one-of-a-kind communications with a more people focused narrative
- **A team** that rolls up their sleeves, respectfully challenges leaders to think bigger and has some fun along the way
- **A company** that thrives on the art of the possible, isn't afraid to try new solutions and constantly reinvents itself to meet consumers where they are + take them where they want to go

TIDBITS

- {Good} grammar makes me {very} happy.
- I'm a lover of weird music.
- Mini things make me giddy (small food especially).
- I'll talk your ear off about dogs (my golden retriever, particularly).

LET'S GET IN TOUCH

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