

KRISTEN ELIASON

DIRECTOR, CORPORATE COMMUNICATIONS

CONTACT

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-  Salt Lake City, UT

SKILLS

Global communications strategy

Internal comms & employee engagement

Channel management

Investor relations

Change management

Public speaking & executive comms

EDUCATION

Masters of Fine Arts

University of Notre Dame

2008

MFA, Creative Writing

Nicholas Sparks Prize writer-in-residence

Bachelor of Arts

Brigham Young University

2005

BA, English

Minor, Music Performance

PLUS

I have a wide variety of interests, including abstract art, travel, pop culture, travel, and social media

PROFILE

Kristen Eliason is a corporate communications director responsible for crafting and sharing an aligned and inspiring vision across channels and audiences. She leads with creative, strategic insights that make her initiatives memorable and actionable. Kristen draws on 12+ years of experience developing compelling communications initiatives and delivering on strategic KPIs.

WORK EXPERIENCE

Director, Corporate Communications

MasterControl March 2021 - Present

- Director of corporate communications team for a SaaS company recently valued at over \$1B
- Oversees multi-channel communications and employee engagement plus internal & external brand management
- Develops strategic and creative communication plans to support the mission, values and objectives
- Works collaboratively with the CEO, executive team, and cross-functional partners to advance our corporate narratives
- Oversees change management communications initiatives
- Responsible for executive communications, including speaking engagements, customer engagement initiatives, etc.

Sr. Communications Manager

MasterControl August 2019 - March 2021

- Successfully implemented the company's first online intranet with 80% adoption rate in the first year
- Creates innovative content, including newsletters, social media, PR opportunities, and more

Sr. Communications Specialist

MasterControl October 2016 - August 2019

- Responsible for CEO communications initiatives
- Developed and implemented leadership communications structure

Vice President, HR Communications

Bank of the West July 2015 - September 2016

- Managed company-wide communications strategies for 10,000 employees, including multi-channel management, investor relations and website communications

Assistant Vice President, HR Communications

Bank of the West April 2014 - July 2015

- Managed internal communications for Bank of the West's Wealth Management Group; worked cross-functionally with parent company BNP Paribas on communications initiatives