

CECILIA GARZA

Communications & Content Strategist

(214) 498-3658, ceciliagarza180@gmail.com, [LinkedIn](#), [Portfolio](#)

SUMMARY

Communications professional with 13 years' experience elevating both local and global brands. I thrive in roles that require leading complex, highly visible campaigns with seamless, steady operations. I have a proven record growing brand loyalty and engagement through social-first storytelling and integrated multi-platform strategies, aligning content and channel strategies with performance metrics, and crafting go-to-market plans that amplify reach and accelerate business objectives.

CORE COMPETENCIES

Brand Positioning, Brand Storytelling, Content Strategy, Copywriting, Creative Campaign Management, Crisis Communications, Editorial Writing, Employee Communications, Event Marketing, Executive Communications, Project Management, Script Writing, Strategic Communications

TECHNICAL SKILLS

Wordpress, Mailchimp, Constant Contact, Hootsuite, Sprout Social, Adobe Creative Cloud, Figma, Google Analytics, Google Alerts, Meltwater, Muck Rack, AI-enhanced Microsoft 365 suite (Incl. Teams, Viva Engage, SharePoint, Copilot)

EXPERIENCE

SR. MANAGER OF COMMUNICATIONS & CONTENT

Microsoft

May 2022 – August 2025 Redmond, WA

Led strategic communications and content initiatives that brought Microsoft's culture to life.

- **Social Media Leadership:** Regularly achieved 900,000 to 1.5 million views and sustained positive engagement across brand social channels, overseeing the curation and editorial direction of '[The Code of Us](#)' social media series.
- **Brand Content Development:** Launched over 100 employer branding stories for the company's annual brand moments calendar, leading the strategic planning and execution of multiplatform content that consistently engaged and inspired over 200,000 employees and global audiences.
- **Comprehensive Campaign Management:** Developed 27 month-long campaigns for the Talent, Diversity, Inclusion, and Learning team, managing story identification, creative planning, production logistics, and orchestrated campaign launches in close partnership with agency and cross-functional teams.
- **Employee & Executive Communications:** Produced bimonthly companywide communications guidance for internal and executive channels, ensuring cohesive amplified messaging and impactful engagement on Microsoft's culture.
- **Direct Executive Support:** Supported Chief Diversity Officer and CVP of Talent and Learning on reactive communications and monthly internal and external thought leadership content.
- **Event Marketing Strategy:** Delivered 5%+ increased attendance YoY through demand generation strategy for the company's annual Tier 1 HR event (5,000+ attendees), resulting in registered watch parties globally.
- **Event Content Oversight:** Managed keynote session development and mainstage experience for events featuring company senior leaders and A-list speakers, like America Ferrera, Sully Sullenberger, and Aarón Sánchez.

SENIOR ASSOCIATE

Envirolssues

April 2021 – May 2022 Seattle, WA

- **Key Account Management:** Managed \$500,000-budget accounts with Puget Sound agencies, including the Seattle Department of Transportation, Puget Sound Energy, Seattle Public Utilities, and King County. Collaborated closely with client partners to develop comprehensive outreach plans, drive project awareness, and ensure effective public communication across diverse audiences.
- **Regional Campaigns:** Engaged thousands of community members by designing and managing public engagement campaigns for crucial regional infrastructure projects, including the West Seattle High-Rise Bridge, Energize Eastside, and the Tolt Dam Early Warning System.
- **Team Direction & Operational Oversight:** Led teams of 2 to 6 communications professionals to ensure responsiveness to client and community needs, with a focus on transparent communication and measurable impact.

DIRECTOR OF COMMUNICATIONS

Foundation for Tacoma Students

September 2018 – April 2021 Tacoma, WA

- **Organizational Transformation:** Led a cross-department collaboration to develop the organization's first comprehensive communications strategy, establishing unified goals, messaging framework, priorities, and success metrics.
- **Coaching & Leadership Development:** Supervised and mentored communications manager, providing coaching on project management and integrated content strategy, fostering professional growth that contributed to increased ownership of complex communications projects.
- **Targeted Audience Engagement:** Improved email open rates by 33% and click-through rates by 5% by implementing targeted segmentation strategies and a story-driven editorial calendar.
- **Annual Impact Reporting:** Increased web traffic by 15% through the redesign of the organization's annual community impact and business reports, improving readability and engagement. Oversaw editorial strategy, creative briefing, stakeholder collaboration and cover-to-cover content creation.
- **Event Production & Speaker Preparation:** Produced and directed 13 in-person and digital events (ranging 300-1,000 attendees), including a weekly forum series to connect agencies and educators during remote learning, and the inaugural Charting Our Future Learning Conference, featuring speakers Bree Newsome, Sen. T'wina Nobles, and Mayor Victoria Woodards.
- **Technical Advising:** Managed the transition to a new content management system (CMS) and established ongoing training sessions for staff, focusing on brand consistency, messaging, and effective use of communications tools.

COMMUNICATIONS MANAGER

Social Venture Partners

March 2016 – September 2018 Seattle, WA

- **Milestone Event Planning & Production:** Led the announcement rollout of SVP Seattle's five-year strategic plan, defining an executive communications approach and directing and producing the organization's 20-Year Anniversary Celebration to drive stakeholder alignment and brand visibility.
- **Impact Storytelling & Marketing Content Development:** Wrote and produced a flagship, story-driven annual impact report that became the foundation of year-round marketing and fundraising campaigns, supporting partner acquisition, sponsor outreach, and grant application success.
- **Global Communications Infrastructure:** Co-designed and launched SVP International's first global communications function in partnership with SVP's designer—establishing processes, channels, and visual identity that strengthened connection across a 40+ affiliate network.
- **Brand Identity Management:** Developed and implemented the organization's first comprehensive style guide, operationalizing brand guidelines and enabling consistent, scalable storytelling across digital and print communications.

JOURNALIST

Freelance

November 2014 – March 2016 Seattle, WA

REPORTER

Bainbridge Island Review

December 2012 – November 2014 Bainbridge Island, WA

EDUCATION

UNIVERSITY OF MISSOURI, COLUMBIA, MO

2008 – 2012

Bachelor of Journalism

Bachelor of Arts, International Studies

ADDITIONAL TRAINING

UNIVERSITY OF WASHINGTON, SEATTLE, WA

May-July 2018

Coursework, Strategic Communications Planning