

Tamara Galbraith

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INTERNAL COMMUNICATIONS

SUMMARY

- Internal communications professional with 15+ years of experience working for large corporations, including Bank of America and T-Mobile.
- Strategized and implemented a new internal communications program for the Metro by T-Mobile brand, resulting in positive change for 8,000 field sales employees.
- Partnered extensively with T-Mobile's Marketing, Sales, and Customer Experience teams to communicate promotional and operational strategies through various channels.
- Coordinated the T-Mobile DE&I Northeast Florida Chapter monthly newsletter.

WORK EXPERIENCE

Sr. Communications Manager, Product and Technology (2022-2023)

SPLUNK (Contract) - Remote

- Refreshed and redesigned the Product and Technology (P&T) monthly email newsletter, resulting in 32% readership increase over three months.
- Researched, wireframed, and implemented updates to P&T intranet pages, dramatically improving the user experience.
- Assisted in the coordination of executive Town Halls and the creation of associated meeting materials, ensuring employee comprehension.

Communications Manager (2015- 2022)

T-MOBILE - Dallas, TX and Remote

- Partnered extensively with Marketing, Sales, and Customer Experience teams to communicate promotional and operational updates through various channels, elevating frontline and dealer awareness and ensuring strategic business objectives were supported.

- Strategized and implemented a new internal communications program for the Metro by T-Mobile brand, resulting in positive change for 8,000 field sales employees.
- Organized and hosted the monthly National Sales Leadership call, elevating participation by 40% within one year.
- Collaborated with IT partners to design and launch a SharePoint automated communications request system, streamlining communications processes and dramatically improving efficiency.
- Tracked and reported communications ROI through qualitative and quantitative surveying.
- Selected for and successfully completed the highly competitive corporate Leadership Development Program (2016).
- Coordinated the T-Mobile DE&I Northeast Florida Chapter monthly newsletter.
- Hired and managed one direct report (2016-2020).

Assistant Vice President, Communications Specialist II (2009-2015)

BANK OF AMERICA- Dallas, TX

- Managed all internal communications for the Wholesale Lending Division. Collaborated with Executives, HR, IT, Compliance, and Operations to provide internal communications support.
- Developed and launched an automated request system and approval process, dramatically improving communications partner experience and end-user messaging.
- Assisted with the re-design and development of the broker-facing loan entry website. The redesigned site processed billions of dollars in loans monthly.
- Planned and produced all content for monthly industry and employee recognition newsletters.

EDUCATION

The University of Tennessee- Knoxville

News-Editorial Journalism