

Erin M. McMenomy

[The Sentence Seamstress](#)

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PROFESSIONAL PROFILE

Strategic thought-leader with extensive experience defining and driving corporate communications initiatives that effectively articulate and advance organizational objectives. Superior writing, editing and project management skills with expertise managing multi-faceted PR, brand marketing, and storytelling campaigns that positively impact reputation and accelerate business growth.

- Internal Communications
- Event Planning/Management
- Executive Communications
- Public/Media Relations
- Reputation Management
- CRM/SEO Platforms
- Employee Engagement
- Social Media
- Corporate Sustainability

PROFESSIONAL EXPERIENCE

Director, Communications & Culture

June 2022 – Present

Kyriba

- Responsible for driving the creation, implementation, and measurement of corporate communications and employer brand strategies that promote employee engagement, candidate acquisition, and external visibility.
- Manage end-to-end planning and execution of high-level, business critical company events, collaborating with vendors, creating minute-by-minute run of show activities, designing promotional communications, and implementing new logistical processes that improve event planning effectiveness and impact.
- Develop and lead communications for Kyriba's Diversity and Inclusion, Corporate Social Responsibility, and Global Sustainability initiatives to drive employee participation and external stakeholder awareness.

Senior Communications Manager II

July 2020 – June 2022

Walmart eCommerce

- Built the communications function for Walmart's Spark Driver platform, creating and implementing long-term, forward-looking communications strategies that effectively advanced business priorities, consumer visibility, brand positioning, and corporate reputation.
- Created and managed executive communications and thought leadership programs to establish corporate narratives and strengthen brand excitement through storytelling.
- Owned the Walmart eCommerce social channels (Glassdoor, Instagram, LinkedIn, and Facebook) to drive brand awareness and strengthen employer branding.

Senior Manager, Public Relations & Communications

January 2018 – July 2020

Harry & David

- Developed, executed, and managed communications strategies across the 1-800-Flowers.com, Inc. family of brands, including Harry & David, Simply Chocolate, Shari's Berries and The Popcorn Factory, among others.
- Proactively deployed multi-faceted PR campaigns in promotion of product launches and corporate initiatives, effectively driving brand awareness and storytelling with top national and local media.
- Built and nurtured robust relationships with top-tier trade and consumer media, developing and delivering creative marketing campaigns to boost influencer advocacy and garner media impressions.

Internal Communications Director

December 2014 – January 2018

FOCUS Brands, Inc.

- Effectively rebuilt FOCUS Brands' Office of Communications into a full-service resource for all internal programs and initiatives, developing content strategies that engaged employees and promoted employer branding across a global matrixed organization.
- Provided direct counsel and guidance for C-Suite of nine executives, identifying and securing annual speakers bureau, creating thorough briefing materials, and coordinating targeted visibility events.
- Developed and directed strategic reputation management programs for six global restaurant brands, creating branding and messaging materials and overseeing crisis communications plans.

Senior Manager, Corporate Communications

November 2013 – December 2014

Elavon/US Bank

- Directed all corporate communication touch points from development through delivery, overseeing executive initiatives, community outreach campaigns, and end-to-end delivery of marketing tactics including advertising, direct mail, email, video, newsletters, and social media.

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Employee Communications Manager
HD Supply

November 2011-November 2013

- Developed and managed strategic communications initiatives aligned with HD Supply vision and business strategy, engaging and inspiring associates through successful digital and print communications tactics.

Senior Public Relations Account Executive
OLSON Advertising

September 2010-November 2011

- Drafted succinct press materials, managed media relationships, and developed comprehensive communications campaigns for high-profile clients in the consumer, financial, hospitality and retail industries, growing agency billing by more than \$1M.

Senior Public Relations Specialist
Best Buy Co., Inc.

December 2007-September 2010

- Served as primary media spokesperson and key counselor on public relations strategy, media relations, executive positioning, crisis management and corporate social responsibility initiatives for Best Buy U.S.

EDUCATION

University of Wisconsin-Eau Claire

September 2001 – May 2005

Bachelor of Arts, Mass Communications | Public Relations Emphasis
Minor: Political Science

GPA 3.75 Distinction: Cum Laude

Accreditations: Mortar Board Scholastic Honor Society; Omicron Delta Kappa Leadership Honor Society

FREELANCE EXPERIENCE

Event Organizer

December 2020 – Current

Urban Adventure Club

- Responsible for the end-to-end planning and execution of events, creating innovative concepts that effectively engage current and prospective members, driving event attendance and organization revenue.
- Manage full-scale event logistics including concept proposal development, site selection, vendor negotiation, budgeting, we/systems management, and post-event financial reconciliation.
- Serve as "on the ground" event expert to advise organization leadership and marketing teams.

Social Group Founder/Organizer

April 2022 – Current

North Park Social Networkers (Meetup)

- Founded, launched, and marketed new Meetup group for hosting and organizing in-person events for North Park/Hillcrest community members, resulting in current active membership of more than 450 members.
- Create, publicize, and host local activities and outings for current and prospective members, identifying creative ideas through proactive research and member feedback mechanisms.
- Collaborate with local vendors to develop potential partnership opportunities and secure event venues, managing pre-event coordination, contracting, budgeting and promotional marketing creation/distribution.

PROFESSIONAL AFFILIATIONS

- International Association of Business Communicators 2015 – Present
- Public Relations Society of America 2015 – Present