

TIFFANY DAVIES-NUNN

PROFESSIONAL SUMMARY

CONTACT

- 📞 443-824-4984
- 📍 Cary, NC
- ✉️ tiffanydaviesnunn@gmail.com
- 🌐 tiffanynunn.com
- 🌐 linkedin.com/in/tiffany-davies-nunn

Senior communications leader with extensive experience shaping enterprise-wide content strategy, leading high-visibility programs, and delivering campaigns that elevate culture, strengthen connections, and support organizational transformation. Trusted advisor to senior leadership with proven success in internal communications, external communications, employee engagement, multi-channel strategy, and talent development. Known for blending creative storytelling, analytical insight, and digital innovation to drive measurable organizational impact within complex healthcare environments.

EDUCATION

S. NEW HAMPSHIRE UNIVERSITY

Master of Arts in Communication
Marketing and New Media 2025

S. NEW HAMPSHIRE UNIVERSITY

Bachelor of Communications and
Marketing 2021

SKILLS

- Leadership
- Project Management
- AI Tools (ChatGPT)
- Writing and Speech Writing
- Editing
- Internal Communications
- External Communications
- Strategy Advisory
- Storytelling
- Program Management
- Culture Change Agent
- Channels
- Intranet
- Social Media
- Employee Branding
- Data and Analytics
- SharePoint
- CMS
- WordPress
- Final Cut Pro
- Adobe Suite

WORK EXPERIENCE

SENIOR COMMUNICATION ADVISOR

BLUE CROSS NC 2021-2025

- **Advised senior leaders on internal and external communication strategies**, including tone, cadence, and timing, during organizational transformations, cultural shifts, and change management, ensuring clarity, alignment, and trust.
- **Managed a cross-functional senior leadership board**, guiding leaders in mentoring employees and supporting initiatives for internal mobility, leadership development, and enterprise talent growth.
- **Served as Program Manager** for the enterprise-wide mentorship program, utilizing AI tools to match mentors and mentees, which enhanced accuracy, satisfaction, and developmental outcomes.
- **Co-led a 30-day company-wide Mental Health Month campaign**, producing hybrid events, digital activations, and leadership features that boosted engagement.
- **Led integrated internal communications and digital campaigns**, enhancing channel performance and engagement within a healthcare system of over 5,000 employees.
- **Managed employer brand visibility** as the Glassdoor and Indeed Community Manager, reinforcing reputation, transparency, and trust.
- **Created external HR communications and culture storytelling** to support recruitment, retention, and employer brand visibility.
- **Partnered with Employee Resource Groups** to deliver culture-focused events, campaigns, and editorial storytelling.
- **Collaborated with IT and vendors** to improve communication technologies, enhancing usability, accessibility, and engagement across the intranet, email, and digital signage.
- **Oversaw editorial governance**, ensuring content standards and message consistency across executive communications, newsletters, intranet updates, social content, and digital signage.
- **Utilized HubSpot, Sprout Social, and internal analytics** to assess campaign performance, employee sentiment, and return on investment.
- **Produced branded creative executive content**, event materials, and digital assets that reinforced morale and cultural connection.
- **Experienced in leading cross-functional teams** and advising senior executives through complex organizational change.

WORK EXPERIENCE

OUTREACH REPRESENTATIVE

BLUE CROSS NC 2017-2021

- Acted as a liaison between the Risk Adjustment team and IT technical teams within health systems throughout North Carolina, facilitating internal communications, resolving technical challenges, and aligning data processes and requirements.
- Authored and produced the department's internal newsletter, enhancing clarity, recognition, and the flow of communication among teams.
- Assisted leaders by drafting, editing, and distributing internal communications regarding operational updates, strategic initiatives, and organizational changes.
- Collaborated with health system IT teams and external vendors to troubleshoot system issues, streamline workflows, and create efficient, repeatable processes that support accurate and timely data submissions.
- Converted complex healthcare and policy information into clear and accessible internal communications content for employees and technical stakeholders.
- Maintained brand consistency and compliance across communication channels in partnership with Legal, Compliance, HR, and Operations.

SOCIAL MEDIA MANAGER

AtWork 2015-2018

- Led a team of three in developing and implementing a multi-platform social media strategy, content creation, and campaign execution.
- Designed and launched recruitment and employer branding campaigns, resulting in a 30 percent increase in click-through rates.
- Produced graphics, videos, and landing pages that supported both national and regional initiatives.
- Oversaw WordPress content management and search optimization, enhancing visibility, engagement, and alignment with communication objectives.
- Utilized HubSpot and Sprout Social analytics to refine digital strategies and enhance performance.

KEY ACHIEVEMENTS

I drove enterprise wide communication strategy by advising senior leaders shaping organizational narrative and strengthening culture and morale across a 5000 plus workforce. I executed system level campaigns that improved engagement alignment and change readiness and built an enterprise mentorship program in partnership with executives across all business units to accelerate talent development and mobility. I also advanced employer brand reputation by leading transparent and credible communication across major external platforms.