**ANNA SPIEWAK, MA**

201-247-9726 | annaspiewak5@gmail.com | [linkedIn.com/in/annaspiewak](https://www.linkedin.com/in/annaspiewak/)

**CONTENT & COMMUNICATIONS LEADER**

Award-winning journalist and global content strategist skilled in human-centered storytelling, employee-centric communications, stakeholder engagement, and executive communications strategy. Extensive experience in multibillion-dollar organizations, collaborating with C-suite leaders to shape transparent, impactful messaging for diverse audiences. Proven track record in managing high-stakes internal campaigns with empathy and clarity.

**Highlights:**

* Won: 4 NJPA Better Newspaper Awards, NAREE Award, PRSA Pyramid Award, Cella Service Excellence Award from Merck
* Delivered high-profile speaking engagements, including the Ragan Content Summit for Corporate Communicators and BASF ComAcademy: The Power of Storytelling
* Media placements including the New York Times, Forbes and USA Today
* Published writing work provided upon request
* Multilingual: Russian, Polish, and basic French

**Core Competencies & Technical Proficiencies**

External & Internal Communications Change Communications Storytelling & Public Speaking   
Content Strategy & Development Project Management Media & Stakeholder Relations

Headline Writing/AP Style Social Media Strategy Cross-functional Collaboration Data Analysis & SEO

**Technology:** Adobe Creative Suite, InCopy, WordPress, InDesign, PowerPoint, SharePoint, Excel, Poppulo, and social media

**Professional Experience**

**Verizon, Basking Ridge, NJ 2/2025 – 4/2025**

*World's second-largest telecommunications company & largest wireless carrier in the United States, with 146M subscribers  
 Consulting role*

**Content Strategist**

* Developed and executed comprehensive communication strategies in partnership with HR, Corporate Communications, and DEI teams to drive awareness and engagement around key programs and initiatives
* Wrote compelling feature articles, employee spotlights, and video scripts that brought HR programs to life and inspired participation
* Used CMS Poppulo to plan, produce, and edit a variety of internal and external content across multiple platforms, including email campaigns, presentations, events and leader messages

**Merck, Rahway, NJ 4/2024 – 12/2024**

*Multinational pharmaceutical company, generating $60B in annual revenue Short-term contract role*

**Senior Content Producer**

* Spearheaded daily communications across internal channels for Merck’s Global Communications team, swiftly earning a Service Excellence Award (October 2024) for high-impact storytelling
* Produced content for an internal website, newsletters, and social channels, ensuring relevance, clarity, and engagement, especially for complex pharmaceutical topics
* Used CMS Poppulo to craft compelling internal communications by managing, creating, editing content for ever-expanding set of channels/platforms
* Developed relationships with internal stakeholders and subject matter experts to transform technical material into accessible, “snackable” narratives for global audiences

**BASF, Florham Park, NJ 5/2021-12/2023***Largest global chemical producer, generating $92B+ in annual revenue*

**Global Communications Manager**

* Crafted compelling, human-centered stories in support of BASF’s Global Digital Services; led communication for a workforce restructuring, presenting the information empathetically and transparently to all levels of the organization
* Supported global communications requirements for Global Digital Services, including crafting thought leadership pieces for the company’s C-suite
* Partnered with HR and senior leadership to develop and deliver sensitive communications, successfully managing expectations and presenting key messages to maintain morale and respect among employees
* Detected and mitigated a potential PR risk by conducting background checks on external speakers, establishing new protocols for speaker verification and brand protection
* Co-organized/co-led town halls and delivered vivid PowerPoint slides and snappy talking points for a broader audience; co-hosted thought-provoking podcasts on innovative technology topics with company guests
* Enhanced the digitalization narrative by producing content on trending topics like generative AI and Web3, positioning BASF as a thought leader in the digital innovation space

**Content Manager/Writer | 3/2017-5/2021 (BASF)**

* Brought the company strategy to life through compelling storytelling: developing, writing, sourcing, and publishing company and industry-relevant content and distributing across various mediums, including print production and digital content
* Championed BASF’s sustainability agenda by producing award-winning content, including a widely recognized piece on sustainable deicer use by an NFL team, which boosted the product's sales by 15%
* Managed and published engaging multimedia content, including two Nobel Prize winner interviews, highlighting BASF’s leadership in chemistry and sustainability
* Engaged potential customers by creating an external website called [Featured Articles](https://www.basf.com/us/en/media/featured-articles.html), where self-written articles live and describe the company’s products more humanely; collaborated with customers on winning content
* Co-led a corporate newsroom, uniting communications efforts across departments, increasing engagement, and fostering collaboration on shared storylines and best practices
* Worked closely with the marketing and business communications teams to brainstorm and execute compelling content in support of brand building; won various awards for the company
* Created and co-led marketing campaigns for product launches in beauty and personal care, and leveraged data and analytics to measure effectiveness, managed freelance writers for content overflow

**Advantage Business Media (Science Group), Rockaway, NJ**  **2/2016-2/2017**

*An integrated business media company specializing in scientific, manufacturing, and design publications*

**Lead Editor (R&D Magazine)**

* Directed editorial strategy for R&D Magazine, overseeing content for two daily newsletters, a monthly print magazine, and digital publications while managing a small team of writers
* Curated long-form articles on current scientific developments and positioned the R&D brand as a go-to resource in scientific innovation

**Google, New York, NY**  **10/2015-1/2016**

*American multinational technology company specializing in Internet-related services and products, with $280B+ in annual revenue*

**Content Editor** (short-term contract role)

* Authored and edited engaging reviews for new restaurant openings, enhancing Zagat’s national brand presence with dynamic, polished content, oversaw content for printed Zagat booklets for bars and restaurants in NYC area

**Commercial Property Executive, New York, NY**  **8/2012-10/2015**

*Commercial real estate publication owned by Yardi Systems, Inc., generating $4M in annual revenue*

**Senior News Editor**Directed the editorial team for CPE, delivering punchy, high-impact real estate and business content on tight deadlines and curating trend analyses for monthly features**;** managed 5 writers/freelancers; assigned stories, polished copy, and recommended rewrites;became social media guru for the magazine, creating Twitter chats and Q&As with experts

**Additional Work Experience**

**News Reporter** *(freelance)*| **New York Post, New York, NY 03/2012 – 06/2012**

Chased hard news stories on deadline by arriving "on the crime scene" within a few hours of the story breaking; consistently gained story leads before the competition

**Contributing Writer** | **Bergen Record, Woodland Park, NJ**

**Contributing Writer** | **Bergen Record, Woodland Park, NJ** **12/2007 – 08/2012**

Wrote timely, compelling business and real estate stories on deadline, as well as lengthy features on the latest real estate trends, and home improvements, adding more human-angle components for evocative storytelling (for Real Estate’s Moving Up and HOME sections)

**Education**

**Master of Arts: Journalism** | New York University, New York, NY

**Bachelor of Arts: English/Journalism, with honors** | Rutgers, The State University of New Jersey, Camden, NJ