**ELIZABETH TRAYNOR**

Boston, MA | (508) 450-2118 | Elizabeth.traynor@converse.com

Creative communications professional with an eye for storytelling, strategic collaborations and project management, with experience across corporate and external audiences.

**Professional Experience**

CONVERSE

*Global Employee Communications Lead, July 2018 – present*

*Women of Converse Board Member*

* Define a strong narrative for brand positioning and messaging through a global corporate communications lens
* Build and develop the North America business communications strategy to support key business and brand objectives
* Drive brand narrative, storytelling and engagement efforts
* Deliver results while managing multiple projects and working collaboratively with global teams, turning strategy into action and results
* Support the Converse Employee Networks and their work with both internal and external audiences to embrace a diversity of people, ideas and cultures
* Utilize creative strategies and build new storytelling platforms to create the future of Converse

EDENS

*Communications Manager, February 2015 – July 2017*

* Helm external and corporate communications for a leading retail real estate developer across $6 billion company portfolio
* Create robust media relations strategies across various news markets, inclusive of proactive pitching, event management and crisis communications
* Direct team on creative campaigns spanning print and digital platforms for audiences ranging throughout country and across various websites and social media platforms

*Digital Marketing Manager, April 2013 – February 2015*

* Conceptualize and implement comprehensive marketing and advertisement campaigns across digital and traditional platforms
* Member of internal team that performed brand analysis and restructuring

**Education**

BOSTON UNIVERSITY

*Master of Science, Communications Studies*

THE GEORGE WASHINGTON UNIVERSITY

*Bachelor of Arts, Journalism & Mass Communications*