

DAWN BLACKMAN SWEENEY

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LinkedIn: www.linkedin.com/in/dawnbsweeney *References available on LinkedIn

Strategic Communications Leader | Employee Engagement | Change Management | Corporate Messaging *Executive Communication | Leadership Alignment | Stakeholder Relations | Brand Strategy*

For fifteen years, I have helped teams stay aligned and communicate clearly around shared goals. I guide senior leaders in shaping messages that connect strategy to people and strengthen culture across the organization. Respected for steady leadership that builds trust through transparency and practical action.

PROFESSIONAL EXPERIENCE

Junior League of Greenville – Vice Chair, Public Relations & Marketing (Greenville, SC)

2023–Present

- Lead communications and brand initiatives for a large Nonprofit, supporting digital and print channels through performance-based refinement.
- Use engagement and campaign data to guide content strategy; recent campaigns reached 18K accounts and generated 88K views, with 43% from paid media.
- Strengthen brand voice and audience engagement, increasing social engagement 27% year over year.

Truist Bank – Vice President, Operations Management (Greenville, SC)

2020–2023 (Formerly BB&T & SunTrust. The SC Corporate office closed following merger restructuring.)

- Led enterprise communications and change execution during post-merger integration. Drove program readiness and adoption across regional operations improving cross-team alignment by 26%.
- Built reporting and compliance communication that improved transparency and reduced processing errors.
- Partnered with leadership to streamline messaging and support culture alignment across regional teams.

Wavo Services – Compliance & Communications Consultant (Remote)

2014–2021

- Directed strategic communication for compliance and operational quality initiatives; improved team efficiency by 30%.
- Created plans and guidance that increased engagement and responsiveness by 22%; strengthened external trust via transparent reporting.

Fannie Mae – Risk & Compliance Communications (Dallas, TX)

2008–2013

- Improved fraud detection by 35% through refined internal reporting and team coordination.
- Strengthened partnerships by optimizing communication, policy alignment and response times.
- Supported organizational transparency by creating concise compliance updates and cross-team summaries for leadership review.

EDUCATION

Liberty University – B.S. in Strategic Communications, *Summa Cum Laude*

Communication Internship – Digital Communication Strategy

Honors & Leadership: Lambda Pi Eta- National Communication Honor Society

- Member, Public Relations Student Society of America (PRSSA)

PROFESSIONAL MEMBERSHIPS & AFFILIATIONS

- Member, Public Relations Society of America (PRSA)