

PAULINA A. DUARTE

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SENIOR INTERNAL COMMUNICATIONS SPECIALIST

Develop internal communications strategies that inspire and engage audiences into action and alignment with new programs and initiatives. Develop and manage multiple communication channels, including newsletters, digital signage, social media, email, and intranet to reinforce these changes. Demonstrate thought leadership in advising stakeholders on communication best practices to engage employees. Use relationship-building, project management, delegation, and problem-solving skills to deliver consistent and quality communications in a timely manner. Foster an inclusive and accessible work environment for all to thrive in. Influence without authority to produce excellent communication outcomes and a strong employee experience.

CORE COMPETENCIES

**Employee Communications | Communications Strategy Development | Relationship Building
Data Analytics | Cross-Functional Coordination with Departments | Thought Leadership
Project Management | Change Management | Communication Channel Management**

PROFESSIONAL EXPERIENCE

WORKHUMAN, Framingham, MA

2024 - 2025

Senior Communications Specialist

Managed multiple internal communication channels, collaborated with departments to align communication strategies with business initiatives, served as a trusted business partner to department leads for program-specific campaigns, and developed reports to measure communications' impact and inform future strategy.

- Redesigned SharePoint employee intranet and reinforced new internal communications best practices with departments, leading to a 20% increase in intranet views and a sustainable change management process.

PTC INC., Boston, MA

2017 - 2024

Senior Communications Specialist

2023 - 2024

Managed multiple internal communication channels, cultivated relationships with various business areas and vendors, and developed data analytics frameworks to present communication metrics to key stakeholders. Trained employees on how to use new communication channels and create content for them.

- Revamped employee intranet, achieving 2.7M+ site visits since its launch in June 2023, and developed a new content revision workflow to ensure resources were always up to date, building employee trust.
- Redesigned internal newsletters to better meet hybrid workforce needs, increasing open rate from 37% to 60% in fiscal year 2023, and creating an agile workflow with stakeholders, improving collaboration.

Employee Communications Specialist, Associate

2019 - 2023

Created content for multiple internal communications channels. Coordinated office programming for employee events. Promoted and reinforced PTC's workplace updates and achievements. Created internal videos to promote company policies, updates, and benefits. Advised teams on change communication strategies.

- Worked with various teams to inform 6.5K employees about safety measures and office re-openings during the COVID-19 pandemic.
- Saved \$1K+ for People Team by creating employee stock purchasing plan video in-house, eliminating licensing fees for a third-party video.
- Partnered with the Workplace Experience team to promote office policies and updates to 1.2K employees in the Boston headquarters, aligning them to new procedures and reducing friction and ambiguity.

Associate Sales Proposal Writer**2017 - 2019**

Authored responses to RFPs. Served as team Subject Matter Expert (SME) for PTC's corporate, financial, and market position messaging. Developed orientation exercises to train new proposal writers.

- Assisted in implementing new Qvidian response authoring tool for team, streamlining proposal production and information collection.
- Helped Response Center complete 14% more proposals in fiscal year 2018 by expanding team's work capacity.

BOSTON FINANCIAL DATA SERVICES, Quincy, MA

2016 - 2017

Knowledge Coordinator

Created and edited corporate knowledge base articles. Collaborated with other teams to identify and implement Knowledge Management solutions. Managed document and database projects as needed to address documentation backlog.

- Created additional user documentation based on requests from other teams, facilitating workloads.

CANARY SYSTEMS, New London, NH

2015 - 2016

Technical Writer / Documentation Specialist

Managed and produced user documentation for the MultiLogger software suite. Interviewed subject matter experts (SMEs) to learn and document features for new releases. Determined user needs for video tutorials and wrote scripts. Worked with Marketing to edit copies of promotional materials for trade shows.

- Addressed 18-month technical documentation backlog, adding new features to documentation.

EDUCATION

Master of Arts (MA), Professional Writing, University of Massachusetts Dartmouth, Dartmouth, MA

Bachelor of Arts (BA), English, *cum laude*, Central Connecticut State University, New Britain, CT

CERTIFICATIONS

Asana Workflow Specialist, April 30, 2026 to April 30, 2027

TECHNICAL SKILLS

Platforms: Microsoft Windows, MacOS, Microsoft SharePoint, Microsoft Viva Engage, Microsoft Stream, Microsoft Teams, Zoom, Drupal, WordPress

Applications: Microsoft Office 365, Microsoft Word, Microsoft Excel, Microsoft PowerPoint, Microsoft Visio, Adobe InDesign, Snagit, Adobe Illustrator, Adobe Premiere Pro, Adobe Acrobat Pro, Camtasia, Google Workspace, Slack, Monday.com, Smartsheet, Salesforce, Canva, Miro, Asana, Microsoft Copilot, Envoy, Google Analytics, Jira, Confluence, Qvidian, ChatGPT, Google Gemini

Databases: Salesforce

Languages: English (fluent), French (intermediate)

PROFESSIONAL ASSOCIATION MEMBERSHIPS

Toastmasters International, Norwood Toastmasters Club, Norwood, MA, 2017 - 2024

Society for Technical Communication, New England Chapter, 2013 - 2019