

PAULINA A. DUARTE

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COMMUNICATIONS & CONTENT STRATEGY PROFESSIONAL

Communications professional with 10+ years of experience developing clear, engaging content across digital, print, web, email, social media, video, and events. Skilled at translating complex financial, technical, organizational, and policy information into accessible communications for diverse audiences. Experienced partnering with leaders, subject matter experts, and cross-functional teams to develop communications strategies, manage editorial workflows, support institutional initiatives, and strengthen audience engagement. Brings a strong foundation in writing, editing, digital content, project management, and communications analytics, with current experience supporting institutional communications in a higher education environment.

CORE COMPETENCIES

**Communications Strategy | Social Media & Digital Content Management | Project Management
Communications Analytics | Newsletter Strategy & Development | Writing & Copy Editing
Multi-Channel Communications | Digital Content Creation | Stakeholder Collaboration**

TECHNICAL SKILLS

Digital Workplace :	Microsoft 365, Google Workspace, Staffbase, Slack, Constant Contact
AI Productivity :	ChatGPT, Gemini, Microsoft Copilot
Analytics & CMS :	Google Analytics, WordPress, Drupal, ServiceNow
Project Management :	Asana, Monday.com, Smartsheet
Content & Creative :	Adobe Illustrator, InDesign, Premiere Pro, Canva, Snagit, Camtasia
Social Media Management :	Hootsuite, HeyOrca, Facebook, LinkedIn, Instagram

PROFESSIONAL EXPERIENCE

BOSTON UNIVERSITY, Boston, MA 2026 - Present

Communications Specialist – Financial Affairs

Lead digital content strategy and communications initiatives for the Financial Affairs office, translating departmental priorities into clear, accessible, and engaging communications for university stakeholders.

- Lead content planning, review, and migration for Financial Affairs website redesign, improving content clarity, navigation, accessibility, and the user experience.
- Manage digital communications across departmental web properties, social media channels, and other outreach platforms to strengthen audience engagement and information access.
- Collaborate cross-functionally with university communications, departmental leadership, and subject matter experts to align messaging, manage competing priorities, and deliver accurate, audience-focused content.

WORKHUMAN, Framingham, MA 2024 - 2025

Senior Communications Specialist

Partnered with cross-functional stakeholders to develop and execute communications strategies, translating complex organizational priorities into clear, engaging content for diverse audiences.

- Led editorial planning and content strategy for HR and employee communications, managing editorial calendars, content workflows, and competing stakeholder requests across concurrent initiatives.
- Owned SharePoint intranet strategy, content organization, and governance, maintaining a user-friendly digital experience and increasing engagement by 20%.
- Redesigned communication project workflows around an Agile model, reducing rework, increasing stakeholder visibility, and improving alignment of deliverables, leading to faster work turnarounds.

PTC INC., Boston, MA

2017 - 2024

Senior Communications Specialist**2023 - 2024**

Led internal communications and engagement initiatives in partnership with cross-functional teams, translating organizational priorities, programs, workplace changes, and complex business information into clear, timely communications for a global workforce.

- Managed digital content strategy and governance for an intranet generating 2.7M+ visits, improving access to critical HR, organizational, and business information.
- Owned internal newsletter strategy, editorial process, and performance measurement, using audience segmentation and analytics to increase open rates from 37% to 60%.

Employee Communications Specialist, Associate**2019 - 2023**

Managed internal communications across SharePoint, email, video, and knowledge channels while supporting organizational change, workplace initiatives, and enterprise employee programs.

- Partnered with HR to launch a global knowledge base serving 6.5K+ employees, improving access to benefits and policy information.
- Produced internal policy and employee benefit videos to communicate complex information clearly while reducing reliance on vendor-produced content and saving \$1K+.

Associate Sales Proposal Writer**2017 - 2019**

Authored RFP responses and served as a subject matter expert for PTC's corporate, financial, and market position messaging, translating complex business and technical information into persuasive narratives.

- Helped Response Center complete 14% more proposals in fiscal year 2018 by expanding team capacity.

BOSTON FINANCIAL DATA SERVICES, Quincy, MA

2016 - 2017

Knowledge Coordinator

Managed knowledge management initiatives by creating, editing, and maintaining knowledge base content, collaborating with cross-functional teams to improve documentation quality, accessibility, and operational efficiency.

- Created and maintained user documentation and knowledge resources in response to business needs, improving information accessibility and reducing dependency on experts for support requests.

CANARY SYSTEMS, New London, NH

2015 - 2016

Technical Writer / Documentation Specialist

Managed and produced user documentation for the MultiLogger software suite, interviewing subject matter experts and translating complex technical concepts into clear, accessible content for diverse audiences.

- Scripted and produced video tutorials, translating complex software functionality into engaging visual content.

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