

STEF TSCHIDA

763.464.3862 | stef@mncollegeessaycoach.com | [linkedin.com/in/steftschida](https://www.linkedin.com/in/steftschida)

SUMMARY

Strategic communications leader with 17 years of global experience across executive communications, public relations, and internal communications. I apply the same principles used by top global companies to students' college admissions essays to help students stand out from the crowd and convey their accomplishments and personality.

EXPERIENCE

Tschida Communications & MN College Essay Coach | Becker, MN **2016 - present**
Strategic Communications Consultant

- Provide comprehensive internal and external communications counsel to clients across industries (travel & meetings, safety & security, consumer packaged goods, publishing, business consulting, aerospace & defense, marketing, consumer insights, legal & compliance, and health care—insurance, medical device, financial)
- Provide coaching and support to high school students with their college application essays, using my proprietary, 7-step process

UnitedHealth Group | Minnetonka, MN **2016 - 2019**
Director, Executive Communications, UnitedHealthcare **2017 - 2019**

- Provided executive communications support for the Chief Executive Officer and the President & COO
 - Inspired 20,000 quarterly meeting attendees through storytelling about delivering on the mission
 - Increased transparency and two-way dialogue by creating and executing “Ask Me Anything” events, giving middle management direct CEO access in the only internal meeting with no agenda or script
 - Strengthened relationships with health care providers by equipping the President to articulate how our partnership with providers impacts those we collectively serve
- Led comprehensive internal communication program for largest capital investment and transformational effort to technology and business processes in UnitedHealth Group's history
 - Helped project's 2,000 FTEs understand vision while helping leaders manage through significant change
- Oversaw editorial content for UHC's intranet, including actively contributing to the enterprise-wide editorial planning process and liaising with other business units to elevate compelling UHC stories for all employees

Associate Director, Corporate Communications, UnitedHealth Group **2016 - 2017**

- Led content strategy and editorial planning, including intranet, email, digital signs, and employee advocacy app
- Counseled a portfolio of internal clients on effective communication, and led development and execution of communication plans and storytelling for those parts of the enterprise
- Led the employee advocacy app program, including doubling the number of participants in six months, working with business partners to use the tool to meet their needs, and improving quality and timeliness of content
- Created and executed “Six-Word Stories” to motivate each employee to contribute to the CEO's growth agenda

Carlson Wagonlit Travel | Minnetonka, MN **2006 - 2016**
Director, Global Internal & Client Communications **2014 - 2016**

- Led internal and external message development for CEO and Executive Team
- Led global content strategy for corporate website and intranet
- Served as global owner for enterprise social network (Yammer) and content owner for All Company data feed
 - Developed and executed internal communication campaigns solely delivered via Yammer
 - Partnered across the business to increase adoption and engagement at the group and user level
- Developed/executed strategy for global communication efforts, including sensitive issues such as data breaches
- Developed client-facing thought leadership publications and led the marketing strategy to promote them globally

EDUCATION

College Access Counseling
Certificate
Rice University (expected 2022)

M.A., Strategic Communication
University of Minnesota (2011)

B.A., Journalism & Mass
Communication
Iowa State University (2005)