

Uchenna Romaine

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SUMMARY

Strategic communications leader with expertise across transportation, logistics, and manufacturing industries. Known for building effective stakeholder partnerships, crafting compelling narratives for diverse audiences, and aligning messaging with organizational objectives. Adept at leveraging data visualization, AI tools, and storytelling techniques to transform complex information into actionable insights that drive business goals.

WORK EXPERIENCE

Outpeel, LLC | October 2020 – Current

Providing strategic communications solutions to corporate clients across multiple industries.

Lead Communications Consultant | May 2024 – Current

- Delivered comprehensive communications solutions (articles, websites, data storytelling) for 14 clients to drive measurable improvements in customer and employee engagement.
- Developed employee communications strategies, executive messaging frameworks, and crisis communication plans for clients using platforms like SharePoint, Drupal, Hubspot, and WordPress.
- Leveraged advanced AI tools to craft tailored content strategies, optimize SEO performance, and create personalized messaging for diverse audience segments.

Senior Manager, Internal Communications (Americold Logistics) | July 2022 – April 2024

- Spearheaded the creation and execution of a global internal communications strategy (intranet, email, digital signage) to engage 16,000+ employees across 12 countries and 4 continents, enhancing cross-cultural communication and employee engagement.
- Increased employee engagement scores by 23% year-over-year by implementing regular all-hands town halls, structured action planning sessions, cross-departmental best practice sharing, and enhanced executive communication channels.
- Led change communications for transition to Oracle Cloud, collaborating with stakeholders to ensure a successful implementation and adoption.
- Delivered crisis communications following an April 2023 cyberattack, assisted senior leadership in providing transparent messaging, and led a cybersecurity awareness campaign during the recovery.

Operations Communications Manager (Parallel, Inc.) | December 2020 – July 2022

- Established an integrated communications strategy to support a startup in hypergrowth mode.
- Guided senior leaders with media opportunities, PR, and crisis communications during product recalls and operational disruptions.
- Conducted town halls and crafted leader messaging during M&A and reductions in force, ensuring transparent and empathetic communication with employees.

Delta Air Lines, Inc. | August 2013 – August 2020

Progressed through multiple communication, strategy, and operational roles with increasing responsibility.

Alliances Product Manager | March 2019 - August 2020

- Managed strategic partnerships with LATAM, Gol, and WestJet to enhance joint product offerings and optimize customer experience.
- Collaborated with partners to align objectives and negotiate mutually beneficial goals.

- Analyzed passenger feedback and service metrics, implementing system enhancements in airport and mobile technology.

International Programs Manager | September 2016 - March 2019

- Benchmarked airports worldwide, analyzed scorecard data, and implemented best practices to improve service delivery.
- Developed seven Tableau dashboards to improve data literacy across the international organization.
- Provided onsite expertise in over 15 countries and served as a cross-functional project manager for major projects including new service launches.

Airport Operations Analyst | October 2015 - September 2016

- Developed customer experience procedures, leveraging data and regulatory guidelines, for over 250 airports worldwide.
- Served as a point of contact for customers and employees during implementation of new technologies and process improvements.
- Acted as the on-call liaison during emergencies, major airport disruptions, and service failures.

Employee Communications Specialist | August 2013 - September 2015

- Engaged a global workforce of 30,000 employees with operational updates across 250 locations, enhancing information dissemination.
- Developed a safety campaign (print, digital, briefings) that directly contributed to a 40% reduction in aircraft damage YoY.
- Led the project management and event planning of a leadership conference for 1,000 operations leaders with a \$1M budget.

SKILLS

Internal and External Communication, Journalism, Data Analysis, Content Creation & Strategy Development, Change Management, Crisis Communications, Copywriting & Persuasive Messaging, Public Relations, Employer Branding, AP Stylebook, Project Management, Employee Engagement, Team Leadership, Editorial Calendar Planning, Search Engine Optimization (SEO), Social Media Analytics, AI Tools & Prompt Engineering, Effective Verbal & Written Communication, Bilingual Proficiency in English and Spanish.

TECHNICAL SKILLS

Microsoft Office Suite, Microsoft Teams, Adobe Creative Cloud, Tableau, Trello, SQL, Javascript, Google (Analytics, Search Console), Sharepoint, Hubspot, Next.js, WordPress, Joomla, Drupal, SEMrush, Mailchimp, Constant Contact, HTML/CSS, Elixir, PostgreSQL, Zoom, ChatGPT, Claude, Midjourney, DALL-E

EDUCATION

University of New Mexico

- Bachelor of Arts — Business Communications and Journalism
- Minor — American Studies