

COURTNEY CULVER

STRATEGIC LEADER IN COMMUNICATIONS, OPERATIONS, & ENGAGEMENT

CONTACT

-  317-519-4542
-  courtneyculver03@gmail.com
-  www.linkedin.com/in/courtneyculver/
-  Carmel, IN

STRENGTHS

Leadership & Operations: Organizational Strategy | People Management | Process Development | Cross-Team Collaboration | Change Management | Performance Management | Career Coaching

Communications & Engagement: Communications Strategy | Brand Development | Marketing Operations | Executive Communications | Public Relations | AI & Technology Storytelling | Media Engagement | Content Governance | Employee Engagement

Project & Resource Management: Project Prioritization | Resource Allocation | KPI Management | Budgeting | Data Analysis

Technical Proficiencies: Salesforce (CRM, Marketing Cloud, Slack, Tableau) | Smartsheet | Asana | Highspot | Confluence | Google Workspace | Microsoft Office Suite

Training & Development: Curriculum Development | Role-specific Learning Programs | Executive Coaching | Enablement Asset Development

Civic Leadership: 2025 President, Carmel Democratic Committee | 2024 VP, Carmel Democratic Committee | 2023 Carmel City Council Candidate | Clay 49 Democratic Precinct Chair

EDUCATION

Master of Arts, Organizational Leadership

Siena Heights University, Michigan

Bachelor of Arts, Journalism-Public Relations

Franklin College, Indiana

PROFILE

An authentic leader with a proven track record of creating high-performing teams, optimizing internal processes, and increasing stakeholder engagement through data-driven strategies and innovative initiatives. Skilled in strategic communications, operational transformation, organizational change, and team development—resulting in notable boosts in productivity and enhanced morale. Recognized for aligning cross-functional teams, reducing resource redundancy, and launching scalable engagement programs within large global organizations.

PROFESSIONAL EXPERIENCE

Owner/President

Vivid Advisory LLC

2025 - Present

- Consult small and mid-sized business executives on operations, communications and organizational effectiveness.
- Conduct in-depth analyses of operational processes to identify inefficiencies and recommend improvements.

Sr. Director, Global Communications and Content Strategy

Salesforce

2024 - 2025

- Enhanced global communication by creating a unified calendar, optimizing workflows, and integrating AI for multilingual messaging, leading to a 40% reduction in meetings and notable cost and time savings.
- Overhauled the content management system, reducing 141 content locations to 11, which resulted in a 70% increase in content findability and the archiving of 200K outdated items, thereby improving site usability and compliance.
- Initiated a successful 'Salesforce on Salesforce' program, providing over 100 high-quality and relevant use cases accessible to sales and executives in our CMS, achieving the highest views of any document within a month.
- Developed and streamlined processes into a single workflow intake model to effectively manage prioritization and optimize resource capacity.
- Standardized organizational metrics and KPIs to promote data-driven decision-making, enhance overall strategy, and ensure accountability.
- Provided guidance to executive leadership on business operations, change management, communication, and performance management throughout organizational transformations.
- Earned 5 nominations for the Salesforce Leadership Impact Award for cultivating a strong team culture of inclusion and psychological safety.

Sr. Director, Operations and Engagement

Salesforce

2022 - 2024

- Built a high-performing shared services team of 17 members, achieving zero attrition over two years and receiving 100% positive feedback in Great Leader Surveys, along with an impressive average CSAT score of 4.5/5 and recognition as 'Top Talent' by executive leadership.
- Introduced Asana workflows and an intake form, leading to a 70% reduction in one-off requests and a 50% boost in team productivity, while also eliminating redundant requests and fostering executive alignment.
- Established and enforced best practices and standards for Project Management across the organization, ensuring all Project Managers are aligned on Asana.
- Revamped manual KPI tracking into a streamlined process on the organization's first centralized data platform, saving leadership over 40 hours a month and ensuring consistent data collection for more than 5 products and 25 tools, thereby demonstrating their value during a company-wide layoff.
- Enhanced stakeholder communications by creating a cohesive brand identity and style guide, achieving an 80% open rate and a 30% increase in product adoption, while improving message clarity and brand consistency.
- Developed and launched a training and onboarding program for new hires, along with a 'Share & Learn' initiative for all employees, resulting in increased cross-team collaboration and innovation.

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PROFESSIONAL EXPERIENCE CONTINUED

Sr. Director, Internal Product Strategy and Engagement

Salesforce

2021-2022

- Led and managed full stack engineering teams and UX/UI designers, fostering teambuilding and open communication through personalized 'operating manuals', resulting in 100% Great Leader Survey scores and zero attrition.
- Implemented a strategic plan resulting in 50% sunset of technical tools, 20% increase in CSAT scores, and enhanced user experience for remaining tools within 3 months.
- Developed and successfully launched a custom-built technical CMS for Solutions Engineers at Salesforce, resulting in 80% adoption within 6 months and outliving 4 external tools and 5 internal content tools.
- Launched a new business value calculator product, leading to company-wide adoption.

Sr. Manager/Director/Sr. Director, Solutions Engineering Operations

Salesforce

2016-2021

- Implemented a customer-facing workshop program, resulting in 43 workshops held within a single fiscal year and driving widespread adoption by SVPs of Solutions and Sales, strengthening client engagement and solution alignment.
- Revamped dashboard process, resulting in a dashboard saving 10 hours of meetings and 400 hours of manual work monthly.
- Implemented successful internal Quarterly Business Review program leading to improved morale and collaboration across teams, and reduced redundant work in the organization.
- Revitalized training program, executing 4 workshops/year for 3 years, resulting in 240 trained employees and \$200M ACV influenced annually. Achieved 4.4/5 CSAT scores and reported results to executives each quarter.
- Revamped SE content support, migrating 3,000 pieces to internal CMS and building stakeholder relationships through custom technical content, resulting in successful audits and archiving of 1,000 outdated pieces.
- Created a 3-week, customized learning journey and training curriculum on a new corporate content site in preparation for a 3-day onsite immersion training event for global solutions engineering teams of 5,000 people.
- Designed the event content, curriculum, and schedule for 4 Business Value leaders to successfully deliver Sales Discovery Methodology training at an onsite immersion training.

Sr. Manager, Global Marketing Solutions

Salesforce

2014-2016

- Launched a CMS for Salesforce Marketing Cloud by leading a small team in developing, launching, and managing the company's first centralized content platform, resulting in 90% adoption from Sales, 80% from Service, and 60% from other departments including Product and Legal teams.
- Drove revenue growth and deal velocity by launching a 'Digital Audit' customer discovery offering, resulting in performing over 40 audits and influencing \$4.5M in revenue for clients such as e.l.f., Altar'd State, Dicks Sporting Goods, Staples, Target, and more.
- Developed a content governance program; leveraging data from monthly reporting to archive, curate and promote relevant content assets.
- Launched Proposal Builder product within CMS; streamlining the proposal and quoting process for all sellers and operators.
- Led four contractors in a 3-month re-branding project; updating over 5,000 corporate assets for the Marketing Cloud business unit.

Director of Marketing

Oxford Financial Group, Ltd

2011-2014

- Managed all marketing, events, public relations, advertising, and sponsorships for 6 American offices of this independent Registered Investment Advisor (RIA).
- Led 6-month launch of Salesforce CRM for 200-employee RIA company, resulting in changed behaviors, improved data management and increased productivity.
- Created and implemented a comprehensive brand and style guide, including templates for all internal and external materials, resulting in increased customer trust and long-term adoption by the company.
- Launched quarterly webinars for the company, resulting in over 100 attendees each quarter, after collaborating with investment leaders to outline topics and obtaining quality audio/video equipment for streaming and recording.
- Delivered 3 annual reports on time and error-free, earning high praise from the CEO, leadership team, and stakeholders for exceptional quality, content accuracy, and timeliness, reinforcing trust and credibility in executive communications.
- Managed media relationships and content placement for 6 markets.

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PROFESSIONAL EXPERIENCE CONTINUED

Director of Marketing & Sales

Endeavor Communications

2007-2011

- Launched marketing campaigns that increased website traffic by 80% and saved 40% of customers \$5/month with paperless billing.
- Planned community events like Movies in the Park and the Annual Family Barbeque, attracting over 100 attendees and boosting CSAT scores by 30%.
- Revamped sales strategy and trained a new team, achieving a 50% increase in TV and internet sales and a 20% increase in ancillary product sales in the first year.
- Led marketing, customer communications, and sales for a 12-District telecommunications cooperative in rural Indiana.
- Developed and managed budgets for marketing and sales initiatives, including vendor relationships.

Community Relations Coordinator

Eton Academy

2004-2005

- Managed internal and external communications, marketing and event planning for a non-profit K-12 private school in metropolitan Detroit.
- Planned and executed the annual fundraising gala, raising over \$100K, which included a silent auction, dinner and entertainment.
- Led the parent volunteer organization, including biweekly meetings to plan events for the school and educator appreciation activities.
- Acted as Interim Admissions Director for 3 months during a hiring process - meeting with the parents of prospective students to educate them on the school and admissions process and giving tours of the building and grounds.

Regional Marketing Representative

ALSAC/St. Jude Children's Research Hospital

2004-2005

- Planned and executed over 10 fundraising events per year in a three-state Midwest territory, surpassing previous year's fundraising by 20%.
- Managed volunteers in multiple communities across 3 states to ensure community engagement and optimal execution of events.
- Engaged with media outlets to promote local fundraising events throughout the territories.
- Met with local companies, performed public speaking engagements to inform employees of charitable giving opportunities through direct deposit.

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