

LAURA BURNES

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Internal communications professional with 6+ years of experience turning complex updates into clear, engaging messaging that connects employees to what matters, no matter where or how they work. Known for a thoughtful, approachable style that builds trust through clarity and consistency.

SKILLS

- Internal communications strategy
- Delivering leadership and executive messaging
- Building employee engagement and culture campaigns
- Communication planning
- Inclusive messaging and audience engagement
- Campaign planning + execution
- Content development + storytelling
- Cross-functional collaboration + communication support

EDUCATION

GRADUATE CERTIFICATE IN TECHNICAL COMMUNICATIONS

UNIVERSITY OF MINNESOTA

2019 - 2020

BACHELOR OF ARTS, MAJOR IN ENGLISH (SUMMA CUM LAUDE)

UNIVERSITY OF MINNESOTA

2011 - 2015

EXPERIENCE

COMMUNICATIONS MANAGER

THE FREEMAN COMPANY | JULY 2025 - PRESENT

- Lead internal communications strategy and execution across enterprise channels, including email, intranet (SharePoint), newsletters, and leadership toolkits.
- Partner with HR, Safety, and senior leaders to develop communication plans that reach diverse audiences, including employees working outside regular office environments.
- Advise senior and executive leaders on messaging, tone, and delivery, ensuring clarity, consistency, and alignment with organizational priorities.
- Manage communication workflows, timelines, and intake processes to support large-scale initiatives and maintain a consistent cadence of updates.
- Develop leader toolkits and support message cascading across teams.
- Lead internal campaigns and communications for key initiatives, and support town halls and business all-hands through content development and execution via Teams and Zoom.
- Support organizational change and serve as a trusted, go-to partner across teams for communication strategy, messaging, and channel best practices.

SENIOR COMMUNICATIONS SPECIALIST

THE FREEMAN COMPANY | MARCH 2022 - JULY 2025

- Developed and executed internal communications across channels, including email, SharePoint, newsletters, and digital displays.
- Managed intranet content and publishing to support employee engagement and organizational updates.
- Partnered with Operations, Sales, and cross-functional teams to support communication planning and execution for enterprise initiatives.
- Supported communication logistics for internal events and large meetings, including content coordination and execution.
- Recognized for strong performance and expanded responsibilities, resulting in promotion.

EXPERIENCE (CONTINUED)

COMMUNICATIONS SPECIALIST

COLOPLAST | DECEMBER 2020 - MARCH 2022

- Supported internal communications strategy across North America and global teams, ensuring consistent, clear messaging across audiences.
- Developed and managed multi-channel communications, including monthly newsletters, SharePoint content, and enterprise email distributions.
- Created communication plans and content for organizational announcements, employee initiatives, and change-related updates, including COVID-19 communications.
- Partnered with cross-functional teams and senior leaders to develop messaging, provide communication guidance, and support employee engagement initiatives.
- Supported internal events and town halls, including content development, presentation creation, and post-event communications.
- Led employer branding and community engagement efforts, including social content, press releases, volunteer initiatives, and partnerships community organizations.

TENANT SERVICES + ADMINISTRATIVE ROLES

HINES | AUGUST 2015 - NOVEMBER 2020

- Held progressive roles supporting tenant communications, building operations, and stakeholder coordination.
- Developed communication materials, manuals, and event messaging for tenants and internal teams.
- Supported cross-functional coordination and vendor management in a fast-paced environment.

VOLUNTEER WORK

ART MENTOR

ART BUDDIES | MARCH 2025 - PRESENT

- Mentor elementary students in after-school programs through creative activities focused on character development and costume design, fostering creativity and confidence.

COMMUNICATIONS COMMITTEE MEMBER

GIRLS ARE POWERFUL ORGANIZATION | JANUARY 2022 - JANUARY 2023

- Supported communications for a nonprofit focused on empowering girls and young women, including messaging coordination and content development across channels.