



# Stephanie Hendricks

## Summary

Creative and collaborative corporate/executive communications professional with 20+ years of experience in developing and executing strategic internal and external communication programs. Adept in stakeholder communications, crisis and issue management, ESG/CSR communications, media relations, and branding. Master storyteller and outstanding writer with skills in traditional and digital content development, technical writing, editing, speechwriting and presentations, and social media management. Team leader with experience in project management, budgeting, and staff development. Trusted advisor to C-suite leadership in leading change, driving transformation, and creating programs that educate and engage customers, clients, members, influencers, policymakers, allies, and employees.

## Professional Experience

Piper Strategies

*Consultant/PR Director*  
2023– 2024 • *Remote*

- Providing strategic communications planning, message development, media relations, and thought leadership counsel for management consulting and technology sector clients looking to expand federal government visibility

Constangy, Brooks, Smith & Prophete, LLP

*Senior Director, Strategic Communications*  
2014 – 2023 • *Atlanta, GA*

- Led strategic communications, including branding, thought leadership, crisis communications, internal and external communications, and media relations for one of the largest US labor and employment law firms (200+ attorneys)
- Led communications planning and execution during aggressive growth, including opening ten new offices, acquiring new practice with 30+ attorneys, and growing overall headcount by 30%
- Grew media hits by 40% and oversaw responses to 150+ media inquiries annually
- Drove executive-level thought leadership on employment law topics and coached attorneys on how to build personal brands. Increased attorney recognitions in leading rankings by 35%
- Oversaw social media strategy and messaging for firm, growing social media followers by more than 40%
- Spearheaded external and internal communications related to DEI and facilitated participation in external DEI partnerships and awards
- Helped lead rebranding, including creating a visual style guide and advising on brand consistency, clarity, and appeal
- Provided crisis response counsel and messaging for media, employee, and client communications
- Created internal communications system for business development and proposal responses, resulting in 35-45% annual RFP win rate and more than \$30M in new business

Booz Allen Hamilton

*Senior Communications Consultant*  
2011 – 2013 • *Washington, DC*

- Served as senior member of the communications team for two large government contracts, including Department of Labor (DOL) IT modernization and Department of Defense (DOD) Real Warriors campaigns
- Developed communications strategies to inform 17K DOL staff and key stakeholders about IT improvements
- Conducted outreach to 20+ independent DOL agencies, developed newsletters, social media, and intranet outreach

## Core Competencies

Strategic Communications

Stakeholder Engagement

Internal Communications

Materials Development

Crisis Management

Advocacy Communications

Media Relations

Technical Writing & Editing

Team & Account Management

## Education

University of Georgia  
B.A. Journalism  
(public relations)

George Washington University  
M.A. International Relations  
(coursework)

## Portfolio

[copyfol.io/v/  
stephaniehendricks](http://copyfol.io/v/stephaniehendricks)

# Stephanie Hendricks (continued)

- Facilitated branding by creating templates to ensure messaging consistency, compliance, and standardized visuals
- Led national media strategy for DOD campaign on military mental health, securing 300+ media placements
- Designed system to track and analyze 20K+ media clips and oversaw staff and four vendors providing media services

## **America's Natural Gas Alliance (now part of American Petroleum Institute)**

*Director, Membership Communications  
2010 - 2011 • Washington, DC*

- Led internal communications for newly formed trade association with 40+ members through managing multiple projects simultaneously, prioritizing tasks, managing timelines, and delivering results with a focus on sustainability
- Spearheaded association's visual and print brand standards in addition to a corporate library for consistency purposes
- Served as executive editor of the daily news brief, website content, and weekly newsletter for 300+ c-suite executives
- Authored, designed, and edited fact sheets, presentation materials, and articles for 40+ member executives to use in meetings with 500+ policy makers, media, industry representatives, and community stakeholders

## **Porter Novelli**

### **Vice President**

*2008 - 2009 • Washington, DC*

- Led account teams and served as senior strategist and writer for corporate and association clients
- Senior role in business development for DC office
- Also worked at Porter Novelli from 1999-2005, promoted to Vice President in 2003

## **FTI Consulting (formerly Dittus Communications)**

### **Assistant Vice President**

*2007 - 2008 • Washington, DC*

- Led account teams and served as senior strategist and writer for corporate and association clients

## **Direct Marketing Association**

### **Director, Public Affairs**

*2005 - 2007 • Washington, DC*

- Built policy communications team for media relations, thought leadership, and stakeholder/grassroots outreach

## **Leadership Experience and Awards**

### **Country Plantation Homeowners Association (HOA)**

#### **Board of Directors, VP of Communications & Social**

##### **Sigma Kappa**

##### **Vice President of Communications (VP), Atlanta Alumnae Chapter**

##### **Chair, Alumni Advisory Board, University of West Georgia**

##### **Communications and Risk Management Advisor, George Washington University, Auburn University**

##### **Constangy, Brooks, Smith & Prophete, LLP**

##### **DE&I Steering Committee, Professional Staff Representative**

##### **Senior Crisis Management Team**

##### **Legal Marketing Association Award for Outstanding Brand Identity Campaign**

##### **Atlanta Botanical Garden**

##### **Program & Special Events Volunteer**

##### **Corcoran Museum Of Art**

##### **Volunteer Docent & Tour Leader**

##### **Public Relations Society Of America (PRSA)**

##### **Silver Anvil: Outstanding Integrated Government Public Relations Campaign**

## **Technical Skills**

Skills: Microsoft Office Suite, Microsoft Teams, Basecamp, Asana, Jira, Slack, Yammer, Google Workspace, Adobe Creative Suite, SharePoint, Intapp, Elite, Agile, Scrum, BloombergLaw, Reuters, LexisNexis, LexMachina, Meltwater, Cision, Muckrack, Clearview Social, Hootsuite, Wordpress, Mailchimp, Constant Contact, AP Style