
GABRIELLE MURILLO

COMMUNICATIONS EXPERT

CONTACT

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PROFILE SUMMARY

Strategic Communications Leader with 5+ years of experience leading internal and corporate communications, executive messaging, content strategy, and employee engagement for organizations with 5,000+ employees. Proven ability to design and scale communications strategy, partner with C-suite leaders, and drive cross-functional alignment across HR, Safety, Operations, and Marketing. Known for building modern internal communication systems that improve clarity, engagement, and business outcomes.

SKILLS

Internal Communications Strategy | Executive Messaging | Change Communications | Employee Engagement | Content Strategy | Copywriting | Intranet Management (Blink, SharePoint) | Workday | HubSpot | Email Campaigns | Cross-functional Leadership | Brand Voice & Tone | Campaign Management | Adobe Creative Suite | AP Style | SEO | Google Ads | Website Optimization

WORK EXPERIENCE

Flagship Facility Services, Inc. | Southlake, TX

Feb. 2024 - Present

Internal Communications Lead

Lead internal communications strategy for a 5,000+ employee organization. Owning multi-channel planning across Blink, Workday, Outlook, and SharePoint to drive engagement and operational alignment. Increasing employee engagement on our company intranet, Blink, by 32% within 9 months. Partner directly with the CEO and senior leadership to develop 10+ executive communications per quarter, increasing email open rates by 28%. Delivered company-wide initiatives, culture programs, DEI communications, HR campaigns, and policy rollouts. Spearheaded a full revamp of the internal communications strategy, establishing clearer frameworks, channel governance, and audience segmentation. Serve as a strategic communications partner to HR, Safety, Operations, and Marketing, launching cross-functional campaigns including a company newsletter, achieving a 52% open rate and 14% click-through rate within the first 3 months. Design and manage change communication plans for organizational updates and create executive-ready messaging, toolkits, and digital collateral to support adoption.

ADI Global Distribution | Irving, TX

Nov. 2021 - Sept. 2023

Technical Copywriter

Developed industry-specific B2B content for the professional A/V, wiring, and low-voltage space, including 20 technical blogs, product educational articles, landing pages, and campaign copy, contributing to 34% increase in organic web traffic. Partnered closely with Design, Product, and Marketing stakeholders to align messaging with brand voice, campaign goals, and product strategy. Owned technical blog content strategy, increasing average time-on-page by 27% and improving SEO rankings for 18 priority keywords. Translated complex technical concepts into clear, actionable messaging for a professional audience. Executed and optimized Google Ads, improving click-through rates by 31% and reducing cost-per-click by 18%. Created website banners and led website content updates to improve conversion, clarity, and campaign performance. Applied SEO best practices to improve content visibility and ensured consistency across web, email, and promotional channels.

Tegna Inc. | Spokane, WA

Oct. 2019 - Sept. 2021

TV News Producer

Produced live daily newscasts, focusing on community-centered storytelling that reflected diverse perspectives and had local impact. Managed show production under tight deadlines, coordinated with anchors and reporters, and ensured that editorial flow was both engaging and accurate. Developed sharp communication skills, quick decision-making, and a strong commitment to journalism ethics.

WORK EXPERIENCE

Nexstar Media Group | Shreveport, LA

Feb. 2019 – Sept. 2019

TV News Producer

Led the overall structure and timing of live broadcasts. Collaborated with writers, reporters, and assignment editors to create content that was concise, timely, and informative. Developed skills in writing, editing, and real-time decision-making, contributing to the station's on-air performance.

Entercom (KLUV/JACK FM/ALT 103.7)

Oct. 2018 – Feb.

Part-Time Marketing Assistant

2019

Supported radio promotions through writing, voicing, and scheduling on-air spots and newsletters. Represented the station at live community events to strengthen brand engagement.

SalemCommunications (94.9 KLTY) | Irving, TX

Apr. 2017 – Sept.

Communications Intern

2018

Assisted with promotional events and supported remote broadcast technical setups. Supported on-air talent and the communications team, contributing ideas and strategies to improve audience interaction and promotional effectiveness.

EDUCATION

2018 UNIVERSITY OF
NORTH TEXAS

- Bachelor of Arts in Broadcast
Journalism

CERTIFICATIONS

- SEO Certified
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