



PIERRE CANIDATE

SENIOR COMMUNICATIONS LEADER

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PROFESSIONAL SUMMARY—

Senior communications leader with more than a decade of experience helping executives find their voice, earn trust, and communicate with clarity across organizations of every size. I've supported Fortune 500 companies, global brands, government agencies, and high-growth startups, shaping stories that strengthen reputation, inspire people, and move teams toward shared goals.

My work spans executive and internal communications, thought leadership, media relations, and reputation management. I am known for translating complex situations into messages people can understand and feel, and for creating communication experiences that bring alignment, confidence, and momentum to audiences at every level.

I approach communications as both strategy and service — a way to support leaders, empower teams, and elevate the mission behind the work.

CORE COMPETENCIES—

- **Executive Communications & Leadership Visibility** – Elevating executive voice, presence, and trust with audiences across the organization and beyond.
- **Thought Leadership & Narrative Development** – Designing big-picture narratives, op-eds, speeches, and perspectives that position leaders as credible, future-focused thinkers.
- **Internal Communications & Employee Engagement** – Creating communication strategies that drive clarity, alignment, and a strong sense of connection across employee groups.
- **Media Relations & Reputation Management** – Shaping how leaders and organizations show up in the media while strengthening brand credibility and public trust.
- **Speechwriting, Editorial & Content Development** – Crafting speeches, talking points, scripts, and executive messages that reflect authentic voice and inspire meaningful engagement.
- **Crisis & Change Communications** – Guiding leaders through high-pressure or high-visibility moments with clear, steady, and empathetic communication.
- **Digital Strategy & Social Storytelling** – Expanding executive visibility through modern

digital channels and social platforms with compelling, human-centered storytelling.

- **High-Stakes Prep: Media, Events & Speaking** – Providing briefing, message development, and on-site support for interviews, keynotes, town halls, and major public moments.
- **Cross-Functional Leadership in Matrixed Organizations** – Partnering across teams to align messaging, strengthen collaboration, and ensure communications support organizational priorities.
- **Program Management & Operational Excellence** – Managing complex workflows and timelines with precision to deliver consistent, high-quality communication outcomes.

TECHNICAL SKILLS—

- **Media Monitoring:** Cision, Meltwater, TVEye, Google Trends
- **Digital & Social Strategy:** Sprout Social, Hootsuite, Talkwalker/Brandwatch, LinkedIn Creator Tools
- **Content Production:** Adobe Creative Suite (Premiere, Photoshop, Illustrator), Canva Pro, teleprompter & scripting tools
- **Analytics:** Google Analytics, platform dashboards, email + campaign insights
- **Employee Comms Platforms:** Poppulo, FirstUp, Viva Engage, Workplace by Meta
- **Collaboration Tools:** Microsoft 365, Google Workspace, Asana, Notion, SharePoint

PROFESSIONAL EXPERIENCE—

Communications & Marketing Consultant

January 2025 - Present | IDC Group | Atlanta, GA

- Advise business leaders, executives, entrepreneurs, and organizations on strategic communications, brand positioning, marketing strategy, and audience engagement to strengthen visibility, credibility, and market impact.
- Lead integrated communications and marketing initiatives—including public relations, content strategy, digital marketing, thought leadership, and campaign development—to elevate brand awareness, strengthen reputation, and drive stakeholder engagement.
- Develop and execute content strategies and high-impact messaging across multiple channels, including executive communications, keynote presentations, websites, marketing collateral, social media, thought leadership content, and brand storytelling.
- Manage end-to-end communications and marketing campaigns, ensuring alignment with business objectives, audience needs, and organizational priorities while optimizing performance across digital and traditional platforms.
- Partner with cross-functional stakeholders, leadership teams, creative professionals, and operational teams to ensure messaging consistency, strategic alignment, and effective execution across all customer and employee touchpoints.
- Provide consulting support across brand development, change communications,

executive visibility, internal communications, marketing operations, and business growth initiatives for clients ranging from startups and personal brands to agencies, nonprofits, and enterprise organizations.

Public Relations & Communications Manager

May 2023 - December 2024 | Swell Energy | Remote (Santa Monica, CA)

- Directed PR and executive communications, expanding leadership visibility and strengthening the brand's presence in the clean energy space.
- Developed executive-level messaging, including speeches, talking points, press quotes, and digital content tailored for multiple audiences.
- Collaborated with product, marketing, and customer engagement teams to align narratives across the company.
- Improved internal communication processes and strengthened cross-team collaboration.

Senior Client Service Lead

January 2018 - May 2023 | Southern Company | Atlanta, GA

- Served as a strategic communications partner for an internal audience of 28,000 employees, shaping messaging that supported culture, clarity, and organizational trust.
- Led enterprise culture initiatives, including the "Be the Change" program, deepening employee connection to company values.
- Developed campaigns, editorial content, and leadership communication that enhanced visibility and strengthened employee engagement.
- Guided multi-channel storytelling and editorial planning across the enterprise.

Public Engagement PR Lead

March 2015 - December 2017 | Duke Energy | Orlando, FL

- Led public engagement and media communications for large-scale regional initiatives, strengthening community trust and stakeholder alignment.
- Served as a spokesperson and advisor on sensitive issues, public forums, and high-impact engagements.
- Developed crisis-ready messaging, executive briefings, and communications plans for high-stakes situations.

Senior Strategic Communications Specialist

August 2013 - January 2015 | Department of Defense (WYLE-CAS) | Washington, DC

- Shaped strategic communications for senior military leaders and national-level initiatives, strengthening alignment across defense, interagency, and public audiences.
- Designed and executed communication strategies that elevated stakeholder perception and ensured message consistency across complex, high-visibility programs.
- Developed executive briefings, congressional updates, and leadership messaging

frameworks to clarify priorities and support informed decision-making.

- Produced talking points, internal communications, and interagency messaging to drive cohesion and organizational alignment.
- Supported communications for national programs and White House-aligned initiatives, delivering high-stakes messaging with precision, discretion, and strategic intent.

Communications Lead

May 2011 - August 2013 | Army G-3/5/7 (L3 Communications) | Washington, DC

- Served at the center of Army operations at the Pentagon, supporting strategic communications and leadership engagement for senior military leadership.
- Managed classified internal communications initiatives and ensured secure dissemination of sensitive information.
- Developed strategic messaging frameworks to support leadership priorities and organizational communication goals.
- Led and coordinated “Staff Talk” briefings for the Army Chief of Staff and international military counterparts.
- Coordinated high-level communication reviews for Colonels and General Officers to ensure alignment of messaging and strategy across commands.
- Maintained precision and discretion while communicating complex information in high-pressure, high-visibility environments.
- Delivered clear, concise messaging to senior leaders and diverse stakeholders across multiple commands and international partners.

EDUCATION—

Georgetown University, Washington, DC | 2014

Public Relations & Corporate Communications

Master of Professional Studies

Florida A&M University, Tallahassee, FL | 2009

Sociology & Public Administration

Bachelor of Science

AWARDS & CLEARANCE—

- Communicator Award of Excellence, for internal communications campaign, 2021
- MarCom Award Recipient, for enterprise-wide employee engagement campaign, 2021
- Top 25 African American PR Millennials to Watch, Huffington Post, 2017
- Secret Security Clearance, Department of Defense