



## HIRING TEAM—

If there's one thread running through my 12+ years in communications, it is this: I help leaders show up in a way people can genuinely trust. Whether communicating with employees, customers, reporters, or community partners, I focus on shaping stories that feel real — stories that connect, clarify, and move people.

Across Fortune 500 companies, government agencies, and high-growth startups, I have supported executives through moments that required more than polished messaging. They required steadiness, intuition, and the ability to translate complex situations into something human. At Southern Company, I helped shape conversations that brought employees closer to their leaders and to each other. At Duke Energy and within the Department of Defense, I learned the discipline of protecting reputation in high-stakes environments. At Swell Energy, I expanded executive voice and strengthened audience connection by helping people understand not just the “what,” but the “why.”

I view executive communications as more than content creation; it is leadership infrastructure. Strong communication gives leaders the language, presence, and perspective to guide teams, shape culture, and inspire belief in the mission ahead. My work supports that through thoughtful storytelling, grounded strategy, and communication experiences people can actually feel.

I am energized by opportunities that allow me to support leaders, elevate organizational narratives, and build trust across teams and communities. I would be honored to bring my experience, creativity, and steady leadership to your organization.

Warm regards,

*Pierre L. Canidate*

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[pierre.canidate@gmail.com](mailto:pierre.canidate@gmail.com)

P: (678) 213-6373



# PIERRE CANIDATE

SENIOR COMMUNICATIONS LEADER

PIERRE.CANIDATE@GMAIL.COM // (678) 213-6373 // ATLANTA METRO

## 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, TVEyes, 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 | Parrish Medical Center (Iconiq Lab) | Atlanta, GA*

- Advise healthcare leaders, clinicians, and executives on message clarity, brand positioning, and audience engagement through strategic, patient-centered communication and brand strategy.
- Lead integrated healthcare communications and marketing initiatives—including public relations, content strategy, digital storytelling, and campaign management—to elevate brand visibility, strengthen reputation, and drive patient and stakeholder engagement.
- Develop and execute content strategies and high-impact copywriting across channels, including thought leadership, clinical narratives, executive communications, keynote messaging, and patient-facing materials that support health literacy and mission alignment.
- Manage end-to-end communication campaigns, ensuring alignment with organizational goals, regulatory standards, and audience needs while optimizing performance across digital and traditional platforms.
- Partner with cross-functional teams—including clinical, regulatory, marketing, and operations—to ensure messaging accuracy, compliance, and consistency across all

touchpoints.

### **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