



HIRING TEAM—

I don't believe communications is about pushing messages out the door. It's about sparking something—clarity that cuts through noise, connection that makes people feel part of the story, and credibility that turns words into trust. That's the approach I've brought to every role over the last 12+ years, from Fortune 500 boardrooms to government agencies to high-growth startups.

At Southern Company, I didn't just write updates—I built conversations with 28,000 employees that lifted engagement by 35% and turned “values on a wall” into daily action. That experience showed me how communications can move from information-sharing to culture-shaping. At Swell Energy, the speed of startup life demanded not just PR instincts but marketing agility. I partnered with leadership and product teams to align employees, expand reach by 30%, and launch digital channels that amplified impact—proof that the right story, told the right way, can move both people and performance. Earlier in my career, I also honed the skill of making the complex human: transforming technical programs and national initiatives into narratives that built trust, credibility, and alignment across employees, leaders, and communities.

What makes me different is perspective. I don't see communications as a support function—I see it as a leadership tool, the engine that fuels culture, alignment, and growth. I design communication experiences that people feel—because when they feel it, they believe it, and when they believe it, they act. I'd love to bring that same energy, creativity, and results-driven approach to your team. Thank you for your consideration.

Warm Regards,

Pierre L. Canidate

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PROFESSIONAL SUMMARY—

Senior communications leader with 12+ years of experience turning complex initiatives into clear, compelling stories that move people and performance. Recognized for building executive visibility, leading culture-shaping communications, and driving engagement gains of up to 35% across Fortune 500, government, and high-growth organizations. Known for blending strategy and creativity to design communications that inspire trust, strengthen culture, and deliver measurable impact.

CORE COMPETENCIES—

- **Strategic Communications & PR** – Clear, compelling narratives that connect people to mission and strengthen credibility.
- **Brand Visibility & Reputation** – Elevating executive presence, thought leadership, and market positioning.
- **Integrated Marketing & Campaigns** – Creative, data-informed strategies that boost engagement and reach.
- **Executive & Internal Communications** – Driving alignment, culture, and employee connection through storytelling.
- **Culture & Engagement Initiatives** – Leading programs that translate values into action and foster belonging.
- **Digital & Media Strategy** – Leveraging channels, content, and analytics to expand reach and optimize performance.
- **Cross-Functional Leadership** – Guiding teams, partners, and stakeholders toward shared goals with accountability.

- **Crisis & Change Communications** – Managing sensitive issues and organizational shifts with clarity and empathy.

CORE SKILLS—

✓ Strategic Planning & Execution ✓ Corporate & Executive Communications ✓ Brand
Storytelling & Reputation Management ✓ Integrated Marketing & Campaign Development
✓ Media Relations & Public Engagement ✓ Diversity, Equity & Inclusion Communications
✓ Digital & Social Media Strategy ✓ Data & Analytics for Marketing Performance
✓ Stakeholder & Client Engagement ✓ Cross-Functional Team Leadership ✓ Project &
Program Management ✓ Crisis & Change Communications

PROFESSIONAL EXPERIENCE—

Communications & Marketing Consultant

2024 - Present | Iconiq Lab | Atlanta, GA

- Partnered with founders and creative teams to develop brand messaging strategies that clarified positioning and strengthened client credibility.
- Led integrated communications initiatives across PR, internal comms, and digital channels, driving measurable boosts in engagement and visibility for small business and nonprofit clients.
- Advised executives on storytelling and executive visibility, creating messaging frameworks that connected audiences to mission and built long-term trust.
- Collaborated cross-functionally on marketing campaigns, content strategies, and launches, ensuring alignment between strategy, visuals, and audience engagement.

Public Relations & Communications Manager

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

- Led integrated PR and communications strategies that expanded brand reach by 30% and positioned Swell as a clean energy thought leader.
- Partnered with product, marketing, and customer engagement teams to align messaging, driving a 25% boost in audience engagement.

- Streamlined internal communications, optimizing vendor partnerships and saving significant budget resources.

Senior Client Service Lead

2018 - 2023 | Southern Company | Atlanta, GA

- Served as strategic communications partner to an internal audience of 28,000 employees, increasing engagement by 35% through targeted messaging.
- Designed and launched the “Be the Change” culture initiative, strengthening accountability and raising participation by 25%.
- Directed multi-channel communications for company-wide digital platforms, achieving a 30% lift in content reach and visibility.
- Recognized with *Computerworld’s Best Places to Work* (2018 & 2019) for culture and engagement contributions.

Public Engagement PR Lead

2015 - 2018 | Duke Energy | Orlando, FL

- Directed public engagement for multi-million-dollar projects across 30 counties, improving trust and increasing community support by 20%.
- Facilitated public forums and stakeholder events to ensure transparency and alignment with customer needs.
- Created cost-efficient communication plans that maintained high engagement while reducing expenditures.

Senior Strategic Communications Specialist

2014 - 2015 | Department of Veterans Affairs (The Bowen Group) | Washington, DC

- Designed and executed strategies that improved brand perception and increased stakeholder alignment by 30%.
- Refined messaging frameworks that lifted communication quality and boosted employee engagement by 25%.
- Supported national campaigns, including “Let’s Move,” expanding program reach by 25%.

Communication Synchronization Planner

2013 - 2014 | Department of Defense (Wyle-CAS) | Washington, DC

- Coordinated the “*Telling the Army’s Story*” campaign, boosting national engagement by 30% and securing stronger earned media coverage.
- Enhanced communication between Army Command, Congress, and interagency partners, elevating visibility and credibility.
- Oversaw communications logistics for high-profile events, ensuring consistency and alignment across audiences.

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

TECHNICAL SKILLS—

- Meltwater, Cision, and other media monitoring tools
- Multimedia production tools (Adobe Creative Suite, Canva)
- CMS & website management systems
- SEO principles and digital analytics tools

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