

Kerrington Lewis

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SUMMARY

Strategic communications professional with 7+ years of experience developing and executing executive, internal, and stakeholder communications strategies that support business objectives, strengthen organizational culture, and drive engagement. Proven ability to partner with senior leaders to translate complex initiatives into compelling narratives for employees, customers, and external stakeholders. Experienced in executive communications, media relations support, crisis communications, thought leadership content, employee engagement, customer-facing events, and cross-functional collaboration. Recognized for operating as a trusted communications advisor in fast-paced, highly matrixed environments.

EDUCATION

University of West Alabama

Master of Arts, Integrated Marketing Communication

Berea College

Bachelor of Arts, Communication

EXPERIENCE

Corporate Communications Manager

February 2022 – Present

SHOOK & FLETCHER SERVICES

Serve as the sole communications professional supporting a growing industrial construction organization that supplies maintenance services to energy partners throughout the Southeast. Providing enterprise-wide communications services across executive leadership, operations, HR, safety, recruiting, and business development functions.

- Develop and execute integrated communications strategies that align organizational priorities with employee engagement and business goals.
- Serve as a trusted communications advisor to executive leadership, creating executive messaging, presentations, speeches, announcements, and organizational updates.
- Lead strategic communications planning and content development for company-wide meetings, town halls, leadership events, and employee engagement initiatives.
- Create compelling stories that highlight business achievements, employee success, operational excellence, and organizational culture.
- Draft and distribute executive communications, newsletters, intranet content, digital signage, video messaging, employee campaigns, and enterprise-wide announcements.
- Manage sensitive and high-impact communications related to organizational change, business continuity, workforce initiatives, and operational updates.
- Partner closely with leaders across HR, operations, safety, IT, recruiting, and business development to ensure message consistency and stakeholder alignment.
- Develop communication toolkits, messaging frameworks, and leadership resources that improve communication effectiveness across the organization.
- Measure communication effectiveness through engagement metrics, employee feedback, and communication analytics to continuously improve outcomes.
- Support company reputation and brand positioning through strategic storytelling and executive visibility initiatives.
- Build communication processes and governance models that improve consistency, timeliness, and effectiveness of enterprise communications.
- Established the company's centralized communications function, creating scalable communication processes and governance standards.

- Increased employee engagement through expanded leadership communications, town hall programs, recognition initiatives, and culture-focused storytelling.
- Successfully managed communications during organizational changes and sensitive business initiatives requiring executive-level messaging and stakeholder alignment.

Recruitment Marketing Strategist

June 2021 – February 2022

ENCOMPASS HEALTH

Supported communications and employer branding initiatives for one of the nation's largest healthcare systems.

- Developed strategic content and communication campaigns supporting recruitment, retention, and workforce engagement objectives.
- Partnered with HR, clinical leaders, and business stakeholders to develop employee-focused communications and storytelling initiatives.
- Created content across digital, social, and internal communication channels to strengthen organizational reputation and employee engagement.
- Highlighted patient care success stories, employee achievements, and organizational culture through targeted communications campaigns.
- Supported executive and leadership communications initiatives that reinforced business priorities and workforce objectives.

Traffic Manager

August 2019 – June 2021

CUMULUS MEDIA

Managed communication workflows and stakeholder coordination within a fast-paced media environment.

- Coordinated communication across multiple departments to ensure timely delivery of business-critical information.
- Built strong relationships with internal stakeholders and external partners to support operational effectiveness.
- Maintained high levels of accuracy, organization, and communication effectiveness in deadline-driven environments.
- Supported cross-functional initiatives requiring collaboration among sales, programming, operations, and leadership teams.

TECHNICAL SKILLS

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| • Strategic Communications Planning | • Content Strategy & Editorial Management |
| • Executive Communications & Speechwriting | • Microsoft 365 |
| • Internal Communications Strategy | • Adobe Creative Suite |
| • Public Relations & Media Relations | • Canva |
| • Thought Leadership Content Development | • WordPress |
| • Customer & Stakeholder Communications | • SharePoint |
| • Crisis & Issues Management | • Intranet Platforms |
| • Change Communications | • Digital Newsletter Platforms |
| • Event Communications & Executive Messaging | • Communication Analytics Tools |
| • Employee Engagement Programs | • ChatGPT |
| • Communications Metrics & Analytics | • Otter.ai |
| • Cross-Functional Business Partnership | • Fireflies.ai |
| • Leadership Communications | |

ADDITIONAL QUALIFICATIONS

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- 7+ years of communications, stakeholder engagement, and content strategy experience
 - Extensive experience partnering with executive leadership and cross-functional business teams
 - Strong writer with expertise in executive messaging, organizational storytelling, and strategic communications
 - Experienced leading communications for large- scale meetings, employee engagement initiatives, and organizational change efforts
 - Proven ability to operate independently while managing multiple complex projects with significant organizational impact