

BRENDA COSOLA

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Public Affairs Executive

Public affairs professional skilled in crisis communication, public relations, media, corporate communication, science-based leadership, executive coaching, project management, change management and employee engagement. Leads organizations to transform their culture and connect with their people and communities in a more emotive and human way. Motivational management style with a proven history of building, guiding and training high-performance teams to develop and implement strategies for accelerated growth. Strives to optimize operations, reduce costs and cycle time, promote safety and improve service quality, while strengthening the bottom-line.

PROFESSIONAL EXPERIENCE

Policy, Government and Public Affairs Advisor (Director)

July 2017 – Present

Public Affairs

Supply Chain Management

- Lead the development and execution of all aspects of policy, government and public affairs plans, including stakeholder engagement, communications, media relations, issues management, employee engagement and social investment activities, for Chevron's corporate Procurement and Supply Chain Management function across the global value chain
- Provide strategic counsel to Chief Procurement Officer and the procurement leadership team on all aspects of public affairs, including the proactive management and mitigation of issues and external threats to the business
- Provide change management, communications coaching and executive engagement support in response to organization changes and shifting enterprise priorities
- Lead emergency response efforts on behalf of the policy, government and public affairs function to support supply chain management, including serving as company spokesperson
- Monitor and track corporate procurement's social investment budget to ensure alignment with supplier diversity and community outreach objectives
- Lead Global Issues and Public Policy group's strategies and engagement plans in support of Chevron's human rights policy
- Lead, or be a major contributor to, special projects, including serve as the behavioral change management lead for the deployment of Chevron's new, digital, cloud-based procurement information technology platform

Corporate External Affairs/Media Advisor

Oct 2016 – July 2017

Public Affairs

Chevron North America

- Company spokesperson for Chevron's North America Upstream operations
- Develop, implement, manage and evaluate Chevron's North America external engagement strategy
- Advise and coach executives on engagements with tier-1 media, keeping executive abreast of current policy and government issues
- Direct the development of op-eds, speeches, blogs, social media posts, press releases and on-deadline reactive press statements
- Coordinate public affairs managers and communications advisors across two countries, helping them drive a proactive and consistent narrative about Chevron operations
- Respond to crisis and incidents, serving as Public Information Officer and media spokesperson
- Provide media training to policy, government and public affairs professionals, executives and field personnel

Communications Advisor (Manager)

Mar 2013 – Oct 2016

Policy, Government & Public Affairs

Chevron, Moon Township, Pennsylvania

- Advise President, Chevron Appalachia, on internal and external communications
- Serve on leadership team to identify performance gaps, collaborate on process improvement and develop key messages
- Develop, lead and evaluate communications strategy and plan in support of natural gas from shale operations
- Lead employee engagement to ensure workforce understanding of the business plan and strategy, and their role in delivering it
- Identify, create, enhance and manage mix of communications programs, media, channels and vehicles in order to reach all members of the audience, including field personnel, business partners and key stakeholders
- Partner with Human Resources to improve employee engagement, including leading communications and change management during industry downturn
- Manage incident response and crisis communications, serving as media spokesperson
- Coordinate visits to business unit and field operations for VIPs, government officials and environmental agencies
- Plan, execute and evaluate internal communications events, including town halls, annual worldwide employee teleconferencing and leadership retreats
- Manage corporate brand and identity standards
- Coordinate resources, manage third party consultants and maintain social investment budget
- Develop collateral communication vehicles using Adobe Creative Suite, including logos, photos, posters, newsletters and videos

Public Affairs Manager/Journalist/Magazine Editor

2008 – 2013

United States Air Force

Department of Defense

- Research, assemble, write and disseminate sensitive, critical and complex information for both internal and external publics on a wide variety of subjects in support of the Air Force's mission
- Advise senior leaders on public information, communication, protocol and public relations matters
- Manage and develop staff of public affairs specialists, journalists, editors and photographers
- Support employee morale and engagement through internal communications
- Manage The Airstream magazine, including content, distribution and staffing
- Direct external communications programs
- Lead emergency response, crisis management and crisis communication, including working as the Public Information Officer during Deepwater Horizon oil spill response; responding to FOIA and media requests; conducting press conferences as Air Force spokesperson during global events
- Build external reputation and brand through community, government and media relations; including engaging with local, state and federal officials and forging new relationships with regional and national (tier one) media
- Plan, coordinate and execute large-scale events with VIPs, including regional northeast Ohio air show featuring the Thunderbirds with 350,000 attendees, EAA Air Show with 15,000 aircraft and 500,000 attendees, multiple visits from presidents, former presidents, vice presidents, military generals and other elected officials
- Manage environmental public affairs, including identifying key laws and pending environmental legislation, addressing community concerns, coordinating with agencies and groups and responding to incidents

Nonprofit Director

2003 – 2008

Ohio Sphynx Rescue/Sphynx Rescue Alliance

- Founder of national nonprofit organization, manager of public relations and organization spokesperson
- Manage communication programs, including design and maintain website and other digital content
- Solicit donations, acquire sponsors and organize fundraisers
- Develop origination literature, such as mission statement, bylaws and operating practices
- Develop branding for organization, including logo design, typography and implementation tactics

PROFESSIONAL DEVELOPMENT

Duquesne University

Master's degree, Business with global leadership focus

Youngstown State University

Bachelor's degree, Professional Writing and Editing (dual minor: graphic design/public relations)

Community College of the Air Force/Air War College

Associate of Science, Public Affairs

Defense Information School

Department of Defense, Public Affairs Certificate

PROFESSIONAL RECOGNITION

Stories and articles published in:

- InCommunity Magazine
- Pittsburgh Parent Magazine
- Cortland Review Newspaper
- The Jambar Newspaper
- The Airstream Magazine
- Chevron.com website

Military achievements:

- Air Force Social Media Contest, *best personality feature*
 - Air Force Commendation Medal
 - Army Achievement Medal
 - Overseas Service Medal
 - Joint Forces Expeditionary Service Medal
 - Humanitarian Service Medal
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COMMUNITY INVOLVEMENT

Board Member/Regional Spokesperson

2010 – present

American Foundation for Suicide Prevention

- Established annual suicide awareness walk for northeast Ohio with reach of 500,000 residents
- Coordinate events including logistics, guest speakers and VIPs, narrate opening ceremony
- Manage communications and community and media relations, including conducting on-camera interviews as the organization spokesperson
- Write grants and solicit strategic sponsorships
- Conduct social media marketing and recruitment, including implementing Search Engine Optimization (SEO)
- Align efforts with regional mental health agencies to form a northern Ohio chapter of AFSP
- Serve on Board of Directors for the northern chapter of AFSP
- Serve as military advisor for AFSP officers