

# KRISTEN SOELBERG

801-721-0881 | [kristensoelberg@gmail.com](mailto:kristensoelberg@gmail.com) | [linkedin.com/in/kristen-soelberg](https://www.linkedin.com/in/kristen-soelberg) | [kristensoelberg.com](https://www.kristensoelberg.com) | page 1 of 2

## WORK EXPERIENCE

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### Internal Communications Manager

11/2021 – Present

Salt Lake County | Salt Lake City, UT

- Leads end-to-end planning and execution of large-scale internal events, including annual Employee Appreciation Day, transforming them into high-impact cultural experiences that strengthen employee connection and engagement.
- Spearheads a cross-functional team of 10 to deliver seamless event execution, driving a 1000% increase in attendance over four years through intentional programming and elevated experience design.
- Manages full event lifecycle including budgeting, vendor strategy, run-of-show development, and on-site production, consistently delivering high-quality experiences within budget.
- Owns vendor partnerships across venues, catering, rentals, and city coordination, cultivating strong relationships that improve operational efficiency, reduce costs, and enhance event quality.
- Partners with internal stakeholders and leadership to design events that reinforce organizational values, foster community and sense of “One County,” and create meaningful employee touchpoints.
- Boosted employee email engagement by 21% in one year through clear, intentional messaging and strategic use of multiple channels including intranet, newsletters, targeted emails, chat, and print media.
- Collaborates with other organizational teams to drive awareness of countywide rollouts.
- Leads internal communications strategy for a workforce of 8,000+ employees, advising the mayor and other top leaders on communications best practices, employee engagement, change management, and culture-building.
- Volunteered on an employee committee focused on improving workplace culture with an emphasis on Diversity, Equity, Inclusion, and Access.

### Internal Communications Manager

06/2019 – 10/2021

Younique | Lehi, UT

- Produced weekly Zoom meetings featuring C-level executives and other coordinated speakers by writing scripts, creating slide decks, and ensuring messages align with organizational goals and values.
- Partnered with executive leadership and cross-functional teams to develop compelling agendas, messaging, and coordination for a successful town hall delivery and execution.
- Developed global internal communication strategies which were mirrored by 16 international markets, aligning teams through consistent messaging and brand voice.
- Designed marketing campaigns, including a Valentine’s Day initiative that drove sales and was successfully replicated in future years.
- Oversaw editing of press releases and coordinated with PR agency for publication, ensuring brand consistency and messaging accuracy.
- Utilized data-driven insights to optimize communication strategies.

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## Editor

10/2015 – 06/2019

Franklin Planner | Salt Lake City, UT

- Edited, wrote, and fact-checked content for catalogs and online platforms, ensuring high standards of accuracy and quality.
- Collaborated with the marketing team to develop compelling content for planners, catalogues, and other products, contributing to brand coherence and appeal.
- Developed an internal style guide to streamline editing and marketing processes, ensuring consistency and efficiency.
- Managed print production processes, attending press checks and liaising with printers to ensure adherence to brand standards.
- Taught self to code in AppleScript and FileMaker Pro to develop in-house coding solutions, enhancing operational efficiency and streamlining processes.

## EDUCATION

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### Master of Business Administration

08/2025 – 12/2026

Western Governors University | Salt Lake City, UT

### English BA, Editing Minor

08/2011 – 12/2015

Brigham Young University | Provo, UT

## INTERNSHIPS

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### Editor-in-Chief

01/2013 – 12/2015

*Criterion: A Journal of Literary Criticism* | Provo, UT

### Magazine Editor

05/2015 – 11/2015

Healthy Utah Magazine | Alpine, UT

### Editing Intern

05/2014 – 08/2014

Cedar Fort Publishing & Media | Springville, UT

## KEY SKILLS AND COMPETENCIES

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**Event Planning:** Budget Management | Vendor Relations | Food Truck and Catering Coordination | Event Branding | Venue Coordination | Equipment Rental | Cross-functional Team Leadership |

**Strategic Communications:** Internal Communications | Change Management | Executive Communications | PR | Campaigns | Cross-functional Collaboration |

**Content Development:** Storytelling | Editing (Chicago and AP) | Scriptwriting | Digital Design | Social Media |

**Technical Proficiency:** Staffbase | ContactMonkey | Poppulo | Episerver | Adobe Creative Cloud | G Suite | Canva | Zoom | Webex | Slack | Teams | Microsoft Office 365 | Smartsheet | Informacast | ChatGPT | SharePoint | OneDrive | monday.com |