

KRISTEN SOELBERG

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WORK EXPERIENCE

Internal Communications Manager

11/2021 – Present

Salt Lake County | Salt Lake City, UT

- 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.
- 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.
- Plans and executes internal campaigns and events that strengthen culture, including Employee Appreciation Day—growing attendance by 1000% over 4 years while staying within budget.
- Collaborates with cross-functional teams including HR, IT, and L&D to support countywide rollouts, foster inclusion, and drive awareness of key initiatives.
- Volunteered on an employee committee focused on improving workplace culture with an emphasis on Diversity, Equity, Inclusion, and Access.
- Partnered with IT to create a Webex chatbot to streamline internal messaging and improve team connection across departments and locations.

Internal Communications Manager

06/2019 – 10/2021

Younique | Lehi, UT

- Developed global internal communication strategies which were mirrored by 16 international markets, aligning teams through consistent messaging and brand voice.
- 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.
- 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.

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.

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EDUCATION

Master of Business Administration Western Governors University Salt Lake City, UT	08/2025 – 01/2027
English BA, Editing Minor Brigham Young University Provo, UT	08/2011 – 12/2015

INTERSHIPS

Editor-in-Chief <i>Criterion: A Journal of Literary Criticism</i> Provo, UT	01/2013 – 12/2015
Magazine Editor Healthy Utah Magazine Alpine, UT	05/2015 – 11/2015
Editing Intern Cedar Fort Publishing & Media Springville, UT	05/2014 – 08/2014

LEADERSHIP

Mayor's Leadership Team Salt Lake County	11/2021 – Present
Employee Events Committee Chair Salt Lake County	11/2021 – Present
Youth Climbing Coach Momentum Indoor Climbing	10/2021 – 08/2024
Diversity, Equity, Inclusion, and Access Work Group Salt Lake County	02/2022 – 06/2024
Volunteer Salt Lake Climbers Alliance	01/2019 – 01/2024
Leadership Bootcamp Salt Lake County Learning and Development	03/2023 – 05/2023
HOA Board Secretary The Cove at Jordan River	10/2020 – 06/2022
Youth Mentor The Children's Justice Center	08/2018 – 06/2020

KEY SKILLS AND COMPETENCIES

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 |