



WALKER COMMUNICATIONS

BUSINESS WRITING AND COMMUNICATIONS PROJECT MANAGEMENT

About Walker Communications and me

I founded Walker Communications in Oakland, California, in 1999 to provide first-rate editorial and project management services to businesses, educators, nonprofits, arts organizations, government agencies and private foundations.



Molly A. Walker
—photo by George Csicsery

A graduate of the University of California, Berkeley, I was trained as a journalist at the *Valley Times* in Pleasanton,

California. I have worked on communications teams at BHP Minerals, The Bank of California, AT&T, Fibreboard Corporation, the California Beef Council and Miller Freeman Publications.

My specialty is managing communication projects; writing news and feature articles, brochures, case studies and marketing content for print and Web applications; and producing newsletters and other email content. I take a flexible approach to all projects—working solo or collaborating with other contributors and teams.

I am past president of [SF IABC](#) and received the IABC Chapter Leader of the Year Honorable Mention award in 2010. I served on the [IABC Pacific Plains Region Board](#) and currently moderate monthly meetings of SF IABC's [Independent Communicators' Roundtable](#).

Clients' rave reviews!

"We brought Molly onboard as a Communications Consultant to help us with our turnaround efforts at Johnson & Johnson's manufacturing plant (ALZA) located in Vacaville. We couldn't have found a better consultant to assist us with developing and implementing our communications strategy..." —*Jeff Coon, HR VP*

"Molly's keen attention to detail, relationships with the press, calm under pressure, insatiable curiosity and commitment to storytelling served us so well. Simply put, during my first year as CEO of our organization, we would have been lost without her." —*Kristin Connelly, President & CEO, East Bay Leadership Council*

Our commitment to storytelling

Walker Communications works with clients to create clear and thoughtful messages in a myriad of creative platforms, including email newsletters, social media, the Web, news releases and more. We offer full editorial and project management services—from planning through production, publication and distribution. Our goal is to meet the objectives of our clients while keeping the audience's information needs clearly in mind. Here are some recent and ongoing projects.

Member and marketing communication

- **Contra Costa Community College District:** Edited and oversaw concept outline, design and production of the 2008–2015 Citizens' Bond Oversight Committee's Measure A (2002), Measure A (2006) and Measure E (2014) [Annual Report](#) (English and Spanish versions). Coordinated editing and production of the award-winning book, [Sharing Memories: Contra Costa Community College District, 1948–2008](#), commemorating the district's 60th anniversary (www.4cd.edu).
- **Contra Costa Economic Partnership/Diablo Innovation Alliance:** Provided communication and editorial content as a member of the team launching the East Bay's Diablo Innovation Alliance clean technology initiative, including the Strategic Action Plan, email newsletter, website, news releases, and social media (www.diabloinnovationalliance.org).
- **East Bay Leadership Council:** Produced monthly email newsletter and provided communications and publicity support, including social media, for the East Bay's premier public policy advocacy organization (www.eastbayleadershipcouncil.com).
- **Mt. Diablo Unified School District:** Wrote and edited the Special Edition quarterly newsletter (English and Spanish versions) for district staff and parents of students with special needs; edited and produced district administrators' quarterly newsletter.
- **Zala Films:** Managed social media campaigns for Oakland-based film production company (www.zalafilms.com).

Health and welfare benefits open enrollment communication

- **Anne Evers Communications:** Drafted and produced benefits open enrollment materials for PG&E Corporation and eBay.

Internal corporate communication

- **Johnson & Johnson's ALZA manufacturing plant:** Shepherded a site-wide turnaround effort to build employee trust and improve the workplace culture at the Bay Area manufacturing facility.
 - ⇒ Developed and led an editorial team to create and publish the site's first bimonthly employee newsletter.
 - ⇒ Produced the vice president's popular weekly information update.
 - ⇒ Supported the successful launch of a new Intranet portal site, authoring fresh news content with input from a site team.
 - ⇒ Coordinated a successful employee suggestion/feedback program that enhanced open communication and resulted in operations improvements.

3853 Howe Street, Oakland, California 94611 | 510.428.9291 Cell 510.207.9291

molly@mwalkercommunications.com | www.mwalkercommunications.com

www.linkedin.com/in/mollyawalker | <http://twitter.com/mwalkercom> | www.instagram.com/mwalkercom/