



## WALKER COMMUNICATIONS

BUSINESS WRITING AND COMMUNICATIONS PROJECT MANAGEMENT

### About Walker Communications and me

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



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

with communications teams at BHP Minerals, The Bank of California, AT&T Long Lines, 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 digital applications. I take a flexible approach to all projects—working solo, gathering experts and collaborating with other contributors and teams.

I served as a past president of [SF IABC](#), moderated the [Independent Communicators' Roundtable](#), and received the IABC Chapter Leader of the Year Honorable Mention award in 2010. I was a lead chapter advocate of IABC Pacific Plains and am a member of the IABC Gold Quill Blue Ribbon review panel. I have served on the board since 2016 of the [San Francisco Public Relations Round Table](#) and am currently co-chair.

### 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 media, including email, newsletters, online content, social media, brochures, news releases and more. We offer full editorial and project management services with the goal of meeting both your audience's information needs and your objectives. Here are some recent and ongoing projects.

#### Member and marketing communication

- **Contra Costa Community College District:** From 2008, edited and oversaw concept outline, design and production of the 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](http://www.4cd.edu)).
- **Jackson Orthopedic Foundation:** Provided marketing comms support for Oakland-based healthcare nonprofit ([www.jacksonortho.org](http://www.jacksonortho.org)).
- **Zala Films:** Led social media and other marketing campaigns for Oakland-based film production company ([www.zalafilms.com](http://www.zalafilms.com)).
- **East Bay Leadership Council:** Edited a monthly email newsletter and provided communications and publicity support, including establishing social media channels, for the East Bay's premier public policy business advocacy organization ([www.eastbayleadershipcouncil.com](http://www.eastbayleadershipcouncil.com)).
- **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.
- **Mt. Diablo Unified School District:** Produced 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.

#### 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

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