

CANDIDA RODRIGUEZ-LEE

Helping leaders turn complex ideas into communication systems that scale.

Tucson, Arizona | Open to Remote

(520) 415-4707 | candida.rodriquezleeaz@gmail.com

LinkedIn: [LinkedIn Profile](#)

Portfolio: [Portfolio Website](#)

COMMUNICATIONS LEADER | STRATEGIC STORYTELLER | EXECUTIVE COACH | BUILDER

Communications leader with 15+ years of experience building communication systems, coaching leaders, and translating complex ideas into actionable stories that engage diverse audiences. Proven success leading internal, executive, and digital communications initiatives across financial services, healthcare, technology, and entrepreneurial organizations.

Trusted advisor to leaders and cross-functional teams, with expertise developing communication strategies, facilitating workshops, managing digital channels, and creating scalable processes that drive adoption, alignment, and organizational effectiveness.

Known for combining strategic thinking with operational discipline while leveraging AI and emerging technologies to expand communications capabilities without expanding headcount.

CORE EXPERTISE

Strategic Communications | Internal Communications | Executive Communications | Strategic Storytelling | Workshop Facilitation | Audience Development | Stakeholder Engagement | Employee Engagement | Digital Communications | Change Management | Communications Operations | Editorial Planning | Brand Storytelling | Knowledge Management | Vendor Management | Website Management | Communications Governance | Digital Workplace Strategy | AI-Enabled Communications | Cross-Functional Leadership

PROFESSIONAL EXPERIENCE

Founder & Communications Strategy Consultant

Self-Employed | Tucson, AZ | October 2023 – Present

Lead communications strategy, digital storytelling, and operational management across multiple businesses focused on community building, customer engagement, and e-commerce.

Business Portfolio: Mom's to the Rescue | Made in Tubac | Fado's Fabulous Finds

- Founded and manage three businesses, building brands, communication systems, and scalable operational processes from the ground up.
- Develop websites, newsletters, social media content, and communication strategies that strengthen audience engagement and business growth.
- Build relationships with artists, vendors, customers, and community stakeholders while coordinating cross-functional initiatives.
- Create repeatable workflows, templates, and systems that improve efficiency and support sustainable growth.
- Leverage AI, SEO, and automation tools to accelerate content development, research, and decision-making.
- Translate complex ideas into audience-focused messaging that drives action and builds trust.

Internal Communications & Digital Workplace Manager

Bank of Montreal (BMO) | Remote | July 2018 – September 2023

Led enterprise communications strategy, employee engagement initiatives, and digital workplace transformation programs supporting organizational change and executive priorities.

- Directed a team of four and managed a \$1M communications budget.
- Partnered with executive leadership to develop communication strategies aligned with business objectives and employee experience goals.
- Managed enterprise editorial calendars and communication governance across multiple business units.
- Led multi-channel communications across newsletters, podcasts, videos, digital signage, and collaboration platforms.
- Spearheaded an intranet redesign that reduced employee search time by 68% and improved usability by 79%.
- Led SharePoint and Microsoft Teams migration initiatives, increasing collaboration by 33% and generating more than \$500K in annual savings.
- Designed and facilitated more than 100 workshops and training sessions to support digital adoption and organizational change.
- Implemented PoliteMail governance strategies that reduced enterprise email volume by 60%.
- Advised leaders on audience engagement, messaging strategies, and communication best practices during enterprise transformation initiatives.

Enterprise Community Manager

Bank of Montreal (BMO) | Remote | June 2017 – July 2018

- Increased employee engagement by 65% through executive Ask Me Anything sessions, workshops, and interactive communication programs.
- Built communication strategies that strengthened transparency, collaboration, and employee participation.

- Supported adoption of enterprise collaboration platforms through training and stakeholder engagement.

Influencer Program Manager

Cisco | Remote | April 2017 – June 2017

- Developed global influencer engagement strategies supporting thought leadership, customer advocacy, and brand storytelling initiatives.
- Built partnerships that expanded participation in events and strategic communications programs.
- Leveraged digital channels and SEO strategies to strengthen audience reach and engagement.

Enterprise Community Manager

Cox Automotive / Dealertrack | Remote | June 2015 – January 2017

- Led communications supporting the launch of an enterprise intranet serving more than 25,000 employees.
- Achieved 90% platform adoption within 12 months through communication campaigns, training programs, and engagement initiatives.
- Built employee engagement programs that improved collaboration and information sharing.

Enterprise Community Manager

FICO | Remote | January 2014 – May 2015

- Implemented a global collaboration platform across 40 international offices, achieving a 90% adoption rate.
- Led training, communication, and gamification initiatives that increased participation and digital collaboration.
- Managed integration of SharePoint, Box, and enterprise technologies to improve communication workflows.

EARLIER EXPERIENCE

Senior Communications & Digital Content Roles

Blue Shield of California | 2004 – 2013

Led enterprise communications, internal web content management, employee engagement initiatives, and collaboration platform upgrades supporting large-scale organizational communications strategies.

TECHNICAL SKILLS

SharePoint | Microsoft Teams | Microsoft 365 | Google Workspace | PoliteMail | Workfront | Confluence | Jira | Monday.com | Tableau | Splunk | Slack | Jive | Box | ON24 | Cvent | Adobe

Creative Suite | Canva | Figma | SEO | CMS Platforms | AI Tools | Workflow Automation | Social Media Platforms

EDUCATION

Coursiv
Ongoing AI and communications studies

University of Phoenix
Business Communications Coursework

VOLUNTEER LEADERSHIP

Montessori de Santa Cruz | Head of PTA | 2023 – Present

Lead community communications, fundraising initiatives, social media marketing, event planning, and stakeholder engagement activities. Teach entrepreneurship class for middle schoolers.