

LISA PREDELLA

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PROFESSIONAL PROFILE

Accomplished writer, content strategist, and persuasive storyteller with extensive experience crafting compelling narratives that engage and influence target audiences. Strategic thinker and dynamic communicator who seamlessly connects strategy with storytelling story to bring business objectives and mission to life. Highly adaptable and skilled at synthesizing complex topics into clear, concise and impactful copy.

Core Competencies:

- **Executive Communications** – Skilled in working with senior leaders to develop their voice and message platform.
- **Content Strategy** – Highly creative in combining different media and narratives to build efficient, effective communications campaigns.
- **Employee Engagement** – Deeply experienced in creating internal communications campaigns that educate and engage diverse employee populations.
- **Video Scripting** – Adept at weaving copy and video images together to create impactful stories.
- **DEIB Principles and Inclusion** – Passionate about promoting inclusivity through an appreciation of diverse perspectives and a keen understanding of how to foster belonging in the workplace.

WORK EXPERIENCE

MFS INVESTMENT MANAGEMENT, Boston, MA

07/2014 – 12/2024

Full-service global investment manager with \$636B in assets under management that launched the first US mutual fund in 1924 and now serves financial advisors, intermediaries, and institutional clients.

Assistant Vice President, Manager – Editorial, Corporate Communications (10/2021 – 12/2024)

Reported to senior manager, corporate communications with dotted line reporting to chief diversity, equity, and inclusion officer. Led internal and external communications initiatives, including the firm's diversity annual report, executive communications, corporate citizenship campaigns, and employee communications. Content development spanned thought leadership, videos, speeches, presentations, web content, blog posts, emails, and talking points.

- Developed and enhanced the firm's diversity annual report and communications campaign over four years, collaborating with senior executives and stakeholders across the firm globally. Resulting robust report helped elevate employer brand impression, promote an inclusive workplace, and increase client engagement in the firm's strong culture.
- Built executive messaging platforms and wrote speeches for and positioned chief DEI officer as a culture carrier, supporting her win of the DiversityGlobal's Top 15 DEI Professionals award and the OnCon 2024 Top 50 DEI Team award.
- Partnered with chief human resources officer, chief DEI officer and change management team on implementing and communicating DEI initiatives including the successful adoption of a firm-wide DEI goal.
- Created a multi-media launch campaign for the firm's new value, "celebrate all differences," which increased employee awareness of and engagement in the firm's inclusive culture, resulting in 90% of employees reporting a sense of belonging.
- Led comprehensive multi-media communications campaigns for the firm's global month of giving back, helping to increase employee volunteerism and underserved communities impacted by 30 percent.

Assistant Vice President, Senior Writer, Corporate Communications (07/2014 – 10/2021)

Reported to director, corporate communications. Created enterprise, executive, and client communications to support key initiatives and elevate firm's brand presence. Partnered with subject matter experts and senior leaders to develop messaging platforms and create content aligned with the firm's strategic priorities and value proposition.

- Led content development in firmwide strategic initiative to update its value proposition. Built messaging platform and narratives and wrote all supporting content, leading to one consistent, powerful story that resonated with clients, fortified trust, and deepened business relationships.
- Led content creation for a women's financial education initiative, including presentations, speeches, talking points videos, articles, and worksheets that empowered women to take control of their financial futures.
- Wrote bespoke correspondence to address institutional client queries and quell concerns about the global economy, investment industry, and investment strategies, requiring extensive research and consultation with subject matter experts and investment team members.

JAE COMMUNICATIONS, Medfield, MA

08/1994 – 07/2014

Sole proprietorship providing writing and editorial services to a variety of clients.

Independent Writer, Editor, and Content Strategist

Concepted and created content – both B2B and B2C – across multiple media and audiences for clients ranging from financial services to high tech companies to independent schools. Conducted extensive research and collaborated with clients' internal stakeholders and independent graphic design firms to bring communications from concept to completion. Content development included ghostwritten pieces as well as personally written byline.

- Built library of customizable communications that improved speed to market for an employee benefits consulting firm and encouraged individuals to save more through their company sponsored retirement plans.
- Wrote regular personal finance columns for acclaimed personal finance magazine and won the Crystal Award for Excellence for a column on navigating difficult family conversations on inheritances.
- Reimagined storyline for independent school's website and wrote copy for all pages describing the school's unique and compelling formula for education, including testimonials from families involved with the school.
- Ghostwrote a series of short, personal finance books on topics ranging from budgeting to paying for college to saving for retirement that empowered individuals to take charge of and improve their financial futures.

EDUCATION

Master of Science (M.S.), Journalism, **BOSTON UNIVERSITY**, Boston, MA

Master of Science (M.S.), Broadcast Journalism, **BOSTON UNIVERSITY**, Boston, MA

Bachelor of Arts (B.A.), Psychology, **CORNELL UNIVERSITY**, Ithaca, NY

PROFESSIONAL DEVELOPMENT

National Diversity Council Certified Diversity Professional, **NATIONAL DIVERSITY COUNCIL** (2023)