

ANNA SPIEWAK, MA

201-247-9726 | annaspiewak5@gmail.com | linkedIn.com/in/annaspiewak | Rockaway, NJ

CONTENT & COMMUNICATIONS LEADER

Award-winning journalist and corporate communications manager skilled in human-centered storytelling, employee-centric communications, stakeholder engagement and marketing communications strategy. Extensive experience in multibillion-dollar organizations, collaborating with C-suite leaders to shape transparent, impactful messaging for diverse audiences. Proven track record in managing high-stakes campaigns with empathy and clarity.

Highlights:

- ~ Won: 4 NJPA Better Newspaper Awards, NAREE Award, PRSA Pyramid Award, Cella Service Excellence Award from Merck
- ~ Delivered high-profile speaking engagements, including the Ragan Content Summit for Corporate Communicators, BASF ComAcademy: The Power of Storytelling & American Learning Institute: Enhancing Internal Communications Through Multi-channel Storytelling
- ~ Worked with top-tier media: The New York Times, Forbes, Bloomberg News, USA Today, Glamour
- ~ Covered innovation, technology, business, personal care, beauty and fashion industries
- ~ Writing samples available upon request

Core Competencies & Technical Proficiencies

Corporate Media & Public Relations	Corporate Storytelling	Speechwriting & Thought Leadership
Internal & External Communications	Executive Communications	Project Management & Data Analysis
Crisis Communication	Employee Engagement	Cross-functional Collaboration
Technology: Microsoft 365, Adobe Creative Suite, Canva, Drupal, WordPress, PowerPoint, SharePoint, Poppulo and social media		

Professional Experience

Newsmax, New York, NY <i>American digital and television news company with a revenue of \$46.4 million</i>	05/2025 – current <i>Freelance</i>
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Sr. News Writer

- Cover breaking and trending news on science, technology, health, transportation and wellness topics offering a more balanced view
- Research, pitch, and write news and feature articles for a digital subscription audience of 300K
- Conduct interviews with subject matter experts, policymakers and stakeholders to strengthen reporting
- Translate complex policy issues into clear, engaging narratives
- Deliver accurate, well-sourced stories under tight deadlines
- Monitor current events and legislative developments to identify story opportunities
- Collaborate with editors on headlines, angles and story framing to drive readership and engagement
- Ensure adherence to journalistic standards of accuracy, balance, and clarity

Verizon, Basking Ridge, NJ <i>World's second-largest telecommunications company & largest wireless carrier in the United States, with 146M subscribers</i>	2/2025 – 4/2025 <i>Consulting role</i>
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Senior Content Strategist

- Developed and executed global comprehensive communication strategies in partnership with HR, Corporate & Marketing Communications, and inclusion teams to drive awareness and engagement around key programs and initiatives
- Created and designed content for newsletters and videos for HR's global and national teams
- Wrote compelling feature articles, employee spotlights, and video scripts that brought HR programs to life and inspired participation
- Used CMS Poppulo to plan, produce, and edit a variety of internal and external content across multiple platforms, including email marketing campaigns, presentations, events and leader messages

Merck, Rahway, NJ <i>Multinational pharmaceutical company, generating \$60B in annual revenue</i>	4/2024 – 12/2024 <i>Short-term contract role</i>
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Senior Content Producer

- Spearheaded daily global communications across internal channels for Merck's Global Communications team, swiftly earning a Service Excellence Award (October 2024) for high-impact storytelling
- Produced and designed content for company website, weekly newsletters, managed videos and social channels, ensuring relevance, clarity, and engagement, especially for complex pharmaceutical topics
- Simplified complex pharma jargon into plain language, fostering clarity, boosting employee confidence, and creating a more positive workplace experience.
- Used CMS Poppulo to craft compelling internal communications by managing, creating, editing content for ever-expanding set of channels/platforms
- Developed relationships with internal stakeholders, executives and subject matter experts to transform technical material into accessible, "snackable" narratives for global audiences via content and visual design

BASF, Florham Park, NJ

3/2017-12/2023

Largest global chemical producer, generating \$92B+ in annual revenue

Global Communications Manager

5/2021-12/2023

- Crafted compelling, human-centered stories in support of BASF's Global Digital Services; created communication for a workforce restructuring, presenting the information empathetically and transparently to all levels of the organization
- Supported global communications requirements for Global Digital Services, including crafting thought leadership pieces for the company's C-suite
- Partnered with HR and senior leadership to develop and deliver sensitive communications, successfully managing expectations and presenting key messages to maintain morale and respect among employees
- Detected and mitigated a potential PR risk by conducting background checks on external speakers, establishing new protocols for speaker verification and brand protection
- Co-organized/co-led town halls and created and designed vivid PowerPoint slides and snappy talking points for a broader audience; co-hosted thought-provoking podcasts on innovative technology topics with company guests; co-hosted company podcast on latest technologies; scheduled videos for company storytelling projects
- Advocated for clarity, consistency and inclusivity in language across all digital touchpoints; supported smooth team workflows by creating style guides, terminology lists and content governance practices
- Developed and managed Change Management Communications to simplify systems for a smoother employee experience
- Enhanced the digitalization narrative by producing and designing content on trending topics like generative AI and Web3, positioning BASF as a thought leader in the digital innovation space

Content Manager/Writer |

3/2017-5/2021

- Brought the company strategy to life through compelling storytelling: developing, writing, sourcing, and publishing company and industry-relevant content, videos and distributing across various mediums, including print production and digital content
- Championed BASF's sustainability agenda by producing award-winning life-sciences content, including a widely recognized piece on sustainable deicer use by an NFL team, which boosted the product's sales by 15%
- Managed, designed and published engaging multimedia content, including two Nobel Prize winner interviews, highlighting BASF's leadership in chemistry and sustainability
- Engaged potential customers by creating an external website called [Featured Articles](#), where self-written articles live and describe the company's products more humanely; collaborated with customers on winning content
- Co-led a corporate newsroom, uniting communications efforts across departments, increasing engagement, and fostering collaboration on shared storylines and best practices
- Worked closely with the marketing and business communications teams to brainstorm and execute compelling content in support of brand building; won various awards for the company
- Created and co-led marketing campaigns for product launches in beauty, skincare and personal care, and leveraged data and analytics to measure effectiveness, managed freelance writers for content overflow

Advantage Business Media (Science Group), Rockaway, NJ

2/2016-2/2017

An integrated business media company specializing in scientific, manufacturing, and design publications

Lead Editor (R&D and DDD magazines)

- Directed editorial strategy and content design for R&D and Drug Discovery & Development magazines, overseeing content for two daily newsletters, a monthly print magazine, and digital publications while managing a small team of writers

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- Curated long-form articles on current scientific developments and positioned the R&D brand as a go-to resource in scientific innovation

Google, New York, NY

10/2015-1/2016

American multinational technology company specializing in Internet-related services and products, with \$280B+ in annual revenue

Content Editor (short-term contract role)

- Authored and edited engaging reviews for new restaurant openings, enhancing Zagat's national brand presence with dynamic, polished content, oversaw content for printed Zagat booklets for bars and restaurants in NYC area

Commercial Property Executive, New York, NY

8/2012-10/2015

Commercial real estate publication owned by Yardi Systems, Inc., generating \$4M in annual revenue

Senior News Editor

Directed the editorial team for CPE, delivering punchy, high-impact real estate and business content on tight deadlines and curating trend analyses for monthly features; managed 5 writers/freelancers; assigned stories, polished copy, and rewrites and designed article layouts; became social media guru for the magazine, creating Twitter chats and Q&As with experts

Additional Work Experience

News Reporter (freelance) | New York Post, New York, NY

03/2012 – 06/2012

Chased hard news stories on deadline by arriving "on the crime scene" within a few hours of the story breaking; consistently gained story leads before the competition

Contributing Writer | Bergen Record, Woodland Park, NJ

12/2007 – 08/2012

Wrote timely, compelling business and real estate stories on deadline, as well as lengthy features on the latest real estate trends, and home improvements, adding more human-angle components for evocative storytelling (for Real Estate's Moving Up and HOME sections)

Education

Master of Arts: Journalism | New York University, New York, NY

Bachelor of Arts: English/Journalism, with honors | Rutgers, The State University of New Jersey, Camden, NJ