

Christina (Tina) Cavitt
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SUMMARY

Results-driven communications professional with extensive experience in employee and human resources communications, and biographies research, writing and publishing. Multi-faceted writer/editor, projects/events manager and video producer with established record of success in creative and effective communications.

PROFESSIONAL EXPERIENCE

CAVITT PRODUCTIONS – Oakdale, MN Owner 2006 to present

Business and personal biographies, business writing, employee communications, magazine, newsletter and e-media articles, and communications project management.

Clients include: RBC Wealth Management, Twin Cities Business magazine, United Health Group, Stillwater Motors, Padilla-CRT, Sisters of Nazareth (San Diego, CA), Sisters of St. Joseph (St. Paul, MN), A New Path, Harrelson Trumpets and numerous families across the nation.

MEDTRONIC – Fridley, MN Communications Senior Specialist 2005-2006

Partnered with executive management, internal web and graphics departments to develop Global Business Solutions (GBS) communications guidelines that supported Medtronic marketing internal brand standards; developed/implemented HR promotions; wrote/edited senior management copy.

UNITED HEALTH GROUP – Minnetonka, MN Uniprise Communications Director 2005

Created internal communications guidelines and standards consistent with United HealthGroup Corporate Communications toward creating professional and consistent global messages.

GUIDANT– Arden Hills, MN Internal Communications 1991-2004

Created global human resources internal brand consistency, helping facilitate Guidant's growth from 5,000 individuals to a worldwide workforce of more than 12,000. Developed/implemented human resources communications strategies for global benefits, employee relations, compensation, management conferences and recruiting campaigns, unifying the messages of multiple and diverse business units into one powerful voice. Managed external writers, graphics firms and video production consultants to develop award winning support materials.

EDUCATION

Graduate studies – Writing, University of Minnesota and St. Cloud State University.
B.S. – English, Bemidji State University.

AFFILIATIONS

Member – Minnesota Women in Marketing and Communications and International Association of Business Communicators.

Trumpeter & Soloist – Shoreview Northern Lights Variety Band, Classic Brass Inc., The Sheldon Theatre Brass Band, Minnesota Brass and theater orchestras.