

# CAROLYN PEREZ

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## COMMUNICATIONS EXECUTIVE

### *Media Relations / Executive Communications / Marketing Communications*

- Energetic, articulate professional with more than 15 years of demonstrated success providing strategic direction and leadership for internal and external communications efforts.
- High degree of emotional intelligence and empathetic listening ability.
- Well versed at interacting with and influencing diverse stakeholders, ranging from investment partners to internal colleagues.

### *Career Competencies*

Media Relations

Internal Communications

Web Content Management

Reputation Management

Employee Engagement

Public Information Act

Crisis Communications

Project Management

Strategic Planning

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## PROFESSIONAL EXPERIENCE

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### **Communications Director**

Texas Permanent School Fund Corporation – Austin, TX 06/2022-present

*\$53 billion dollar investment corporation*

#### **Communications**

- Established the corporation's first communications department, including overseeing the design and launch of an external website and employee portal.
- Serve as primary spokesperson for the corporation with local, state and national media outlets.
- Develop and manage media response and crisis communications protocols.
- Conceptualize and manage media campaigns to raise awareness of the organization among key stakeholders.
- Plan and execute on Texas PSF's social media strategy, including creation of the organization's first LinkedIn page. Added more than 1,200 followers in the first year.
- Manage an employee newsletter with a 70% plus open rate.
- Oversaw development of the corporation's initial brand and style guide.
- Managed production of and provided quality assurance for corporate explainer videos.
- Serve as a communications resource to front and back-office functions.

### **Communications Director**

Teacher Retirement System of Texas – Austin, TX 03/2018-04/2022

*\$200 billion-dollar public pension fund*

#### **Communications**

- Planned, directed, and executed on TRS' media relations and social media strategies.
- Led efforts to repair the organization's reputation following public outrage over a costly real estate investment.
- Prioritized and managed the production of multiple communication deliverables, ensuring quality standards were met.
- Partnered with key business partners in the development of collateral to be used across all mediums, including print, web, and email marketing.
- Measured the effectiveness of communications strategies to ensure objectives were met.
- Built technical expertise and production capacity through recruitment and training; saved the organization more than \$300K a year by performing nearly all communications work in-house.

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- Developed TRS' first communication standards handbook, which outlined best practices for all communications efforts, including print publications, videos, photography, and branding.
- Launched a Plain Language initiative to make public-facing materials more readable for diverse audiences – reading levels, cognitive abilities, and English proficiency.

### Management

- Provided energy, expertise, and guidance to a team of 10 communications professionals; staff retention was the highest of any department.
- Collaborated with senior executive leadership, legislative offices, civic associations, and global news outlets.
- Partnered closely with senior executives and cross functional stakeholders to position TRS as a destination employer and leader in the institutional investment space.
- Served as a key influencer and integrator of strategic objectives across the enterprise.
- Continually improved standards and best practices; modernized TRS' communications department by introducing innovative tools such as a fillable creative services request form, a media interview tracking system, and an improved news clipping service.

### Public Affairs Manager/Senior Public Information Specialist

City of Austin – Austin, TX 07/2008 – 3/2018

*Municipal government for a fast-growing metro area*

- In progressively responsible roles, developed and implemented effective public engagement campaigns for high profile water projects, including a multimillion-dollar flood prevention tunnel.
- Hired, mentored, and developed a multi-disciplinary team of 5 professionals who managed public involvement activities, along with internal employee communications.
- Served as key media spokesperson for the Public Works Department.
- Prepped and trained C-suite executives for media interviews and speaking engagements.
- Provided public relations counsel and insight to senior management, subject-matter experts, and staff.
- Reviewed key communication deliverables, including press releases, web content, and public service announcements to ensure quality standards were met.
- Recognized by the City of Austin Mayor for excellence in community outreach efforts.

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### TOOLS & TECHNOLOGY

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*Supervise and manage the use of these applications and platforms*

Proficient in Microsoft Office	SharePoint	WordPress
GovDelivery email marketing	InDesign	MS Teams
Hootsuite	Facebook, Twitter, YouTube	LinkedIn Marketing

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### EDUCATION

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**Master of Arts**, Business Communications, Jones International University, Centennial, CO

**Bachelor of Science**, Advertising, The University of Texas, Austin, TX

**UT McCombs School of Business Executive Education courses:**

- *Advocacy, Influence and Power (certificate)*
- *Leading High-Performance Teams*
- *Building Engagement: What Leaders Do to Manage Talent and Build Allegiance*

**Alternative Investing Essentials – Understanding Capital Markets**, Apollo Global Management Inc.

**Investment Foundations Certificate**, CFA Institute