

Media Placements & Campaign Highlights

Rhonda Justice | Communications Leader

Employer names and internal links withheld to protect confidentiality; details available on request.

During my corporate communications career, I played a key role in shaping narratives and securing high-profile media placements, often contributing behind the scenes in partnership with executives and cross-functional teams. Below are select examples of campaigns and coverage I helped lead or significantly influence.

1. Return to a Leading National Top-50 Employer Ranking

Organization: One of the world's largest global retailers

My role: Built and led the year-round process, outreach, and cross-collaborative efforts that resulted in the company returning to a leading national top-50 employer ranking after a 12-year absence.

2. Executive Thought Leadership: Leadership Panel Features

Organization: One of the world's largest global retailers

My role: Developed messaging and coached senior executives for high-visibility leadership panels year-round, generating ongoing coverage on the company newsroom, social media platforms, and regional press.

3. Global Workplace Communications Strategy

Organization: A global energy-sector distribution company

My role: Directed ongoing communications for a global workplace initiative that improved brand sentiment by 10%, with messaging used across internal newsletters, town halls, and partner briefings throughout the year and adapted into client-facing presentations and social content.

4. Community Storytelling Campaign: Education & Mentorship Program

Organization: One of the world's largest global retailers

My role: Crafted narratives and coordinated media interviews throughout the year, showcasing the company's impact on community education and driving sustained community visibility through local media features and internal newsrooms.

5. Supplier Engagement Outreach

Organization: One of the world's largest global retailers

My role: Provided ongoing communications support that aligned internal initiatives with external messaging, continually reinforcing the company's supplier-engagement commitments to clients and stakeholders on its public supplier channels.