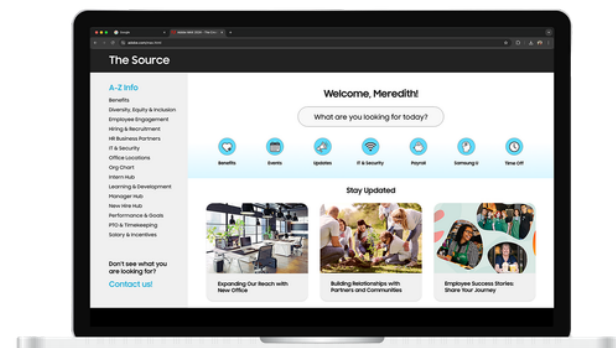
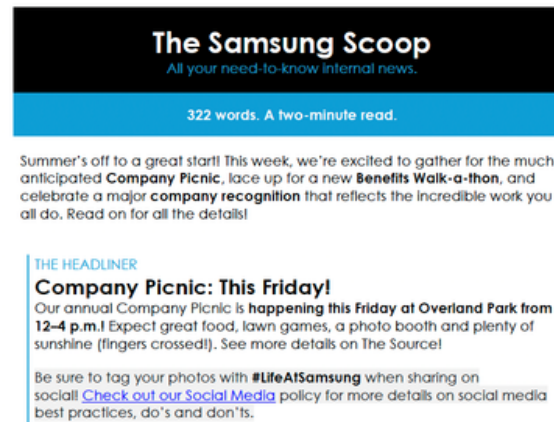


Making big ideas bite-sized

I build comms strategies your people will love*

*Ask anyone from Samsung, they'll tell you



My methods are proven to:

Manage comms cadence effectively

Simplify access to information and tools

Reduce the number of emails

Build connection to leadership

Keep teams informed during times of change

Boost morale and team spirit

Create a unified brand identity

I'll show you how...

But first, I want to clarify a few things!

Yes, Samsung is a huge conglomerate!

My subsidiary was on the smaller side, with 3,000ish full-time employees.

Like most internal comms teams, we had to “satisfy champagne taste on a Kool-Aid budget”.

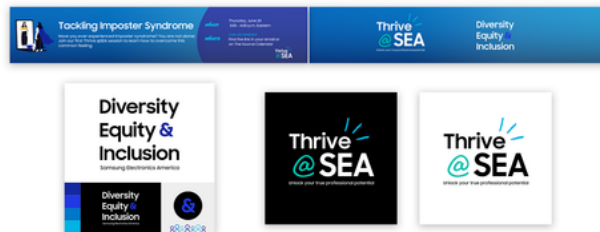
I can't wait to roll up my sleeves and implement my methods in a new arena.

My team was lean and we operated like a small agency, wearing many hats.

My main focus areas were implementing communications software and developing/executing comms strategy.

I am proud to say I built a best-in-class comms ecosystem with all the bells and whistles employees could ask for.

OK, let's get into it!



CRITICAL	PRIORITY	IMPORTANT	RELEVANT	ENGAGING	SOCIAL
Emergency or urgent communications I need to read this now to be safe.	Time-sensitive communications I need to read this as soon as possible.	Crucial for business operations I should read this sometime today.	Valuable information for staff performance I should read this during the next 2-3 days.	Helpful content for all staff I should read this sometime this week.	Workplace culture and wellbeing content I'll read this if it interests me and I have time.
USE CASES					
Mission Critical			Good to Know		
Emergency Comms Active Shooter Fire in the Building	Health and Safety Workplace Incident Advisory COVID-19 Case in Workplace	Business Operations Change Logistics Operations System and Process Update	Leadership Comms CEO Update Board/Shareholder Strategy	People and Culture Welcome New Staff Company Values Promotion	Social News Employee Awards and Recognition Celebrating Achievements and Holidays
Crisis Comms Extreme Weather Warning Critical Outage	IT and Cybersecurity Unplanned Outage Cyber Attack Underway	Compliance Read and Comply With New Policy Workplace Ethics Training	IT and Cybersecurity Planned System Maintenance Cybersecurity Awareness	Employee Engagement Sentiment Survey Engagement Survey	Employee Wellbeing Stay Hydrated Reminder Mental Health Awareness
Emergency Alerts					
Alerts / Push Alerts / Notifications / Announcements					
Scrolling Tickers					
Screensavers / Lock Screens / Wallpapers / Digital Signage					

I manage comms cadence effectively with a comms triage system.

Strategy

Since 2021, I've used the SnapComms communications framework to prioritize need-to-know information. It ensures emergency updates are delivered quickly while keeping engagement communications impactful and easy to manage.

Benefits

Removes the guesswork around how, where, and when to communicate.

It also serves as a helpful point of reference when navigating stakeholder requests.

Distribution

I regularly socialize this framework with leaders so they're familiar with my approach and understand how we can work together to prioritize and deliver communications effectively.

KPIs

- Reduction in last-minute or unscheduled communication requests
- Channel performance, frequency of use, and effectiveness in delivering intended messages across each platform



Source: www.iabc.com/catalyst

I simplify access to information and tools with a one-stop-shop intranet.

Strategy

Design (or redesign!) an intranet that acts as a one-stop-shop for all employee needs.

I start by meeting with key stakeholders to uncover needs, gaps, and pain points, followed by an audit of existing intranet content and file systems. From there, we build an intuitive, easy-to-navigate structure that prioritizes clarity, accessibility, and day-to-day usefulness.

Benefits

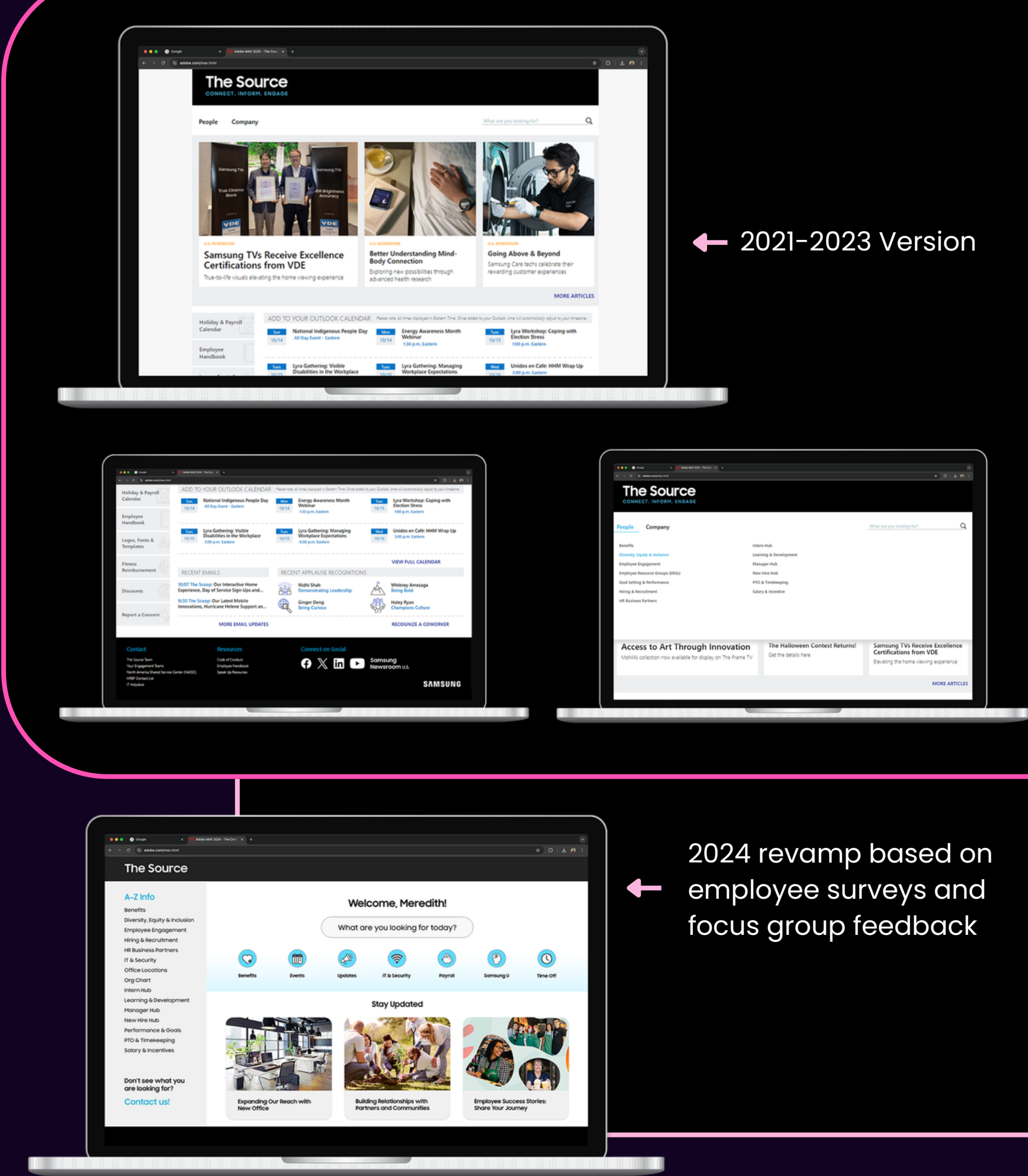
Employees know exactly where to go to find the information they need. Stakeholders maintain ownership of their documents, ensuring the comms team always has the most up-to-date version.

Distribution

The intranet homepage launches automatically when employees open a new browser window, reinforcing it as the go-to hub for company updates, key documents, and external links. Campaigns consistently reference the intranet as the go-to place to “learn more”.

KPIs

- Page views and unique visitors
- Reduction in Help Desk (HR, IT) tickets asking for frequently used information and links
- Employee search queries and search success rates help identify comms gaps



← 2021-2023 Version

← 2024 revamp based on employee surveys and focus group feedback

Making big ideas bite-sized

I reduce the number of emails with a **bi-weekly newsletter**.

Strategy

To reduce one-off emails, I implement bi-weekly newsletters highlighting important updates that don't require a standalone message.

I hold monthly check-ins with business leaders to surface key priorities, then align content to a communications calendar tied to cultural and company milestones.

Benefits

Information is delivered in an easy-to-skim format, reserving inbox space for critical and/or time-sensitive updates that warrant a standalone email.

Distribution

Shared via email on the 1st and 3rd Monday of every month and archived on the company intranet for easy access. Options for sharing via Slack/Teams.

KPIs

- Open and click through rates [The Samsung Scoop averaged an 89% Open Rate]
- Survey results [Ranked #1 internal comms channel in Samsung's 2023 and 2024 employee surveys]
- Reduction in email volume [Samsung saw a 65% reduction in email volume one year post-launch]

The Samsung Scoop

All your need-to-know internal news.

322 words. A two-minute read.

Summer's off to a great start! This week, we're excited to gather for the much-anticipated **Company Picnic**, lace up for a new **Benefits Walk-a-Thon** and celebrate a major **company recognition** that reflects the incredible work you all do. Read on for all the details!

THE HEADLINER

Company Picnic: This Friday!

Our annual Company Picnic is **happening this Friday at Overland Park from 12–4 p.m.!** Expect great food, lawn games, a photo booth and plenty of sunshine (fingers crossed!). See more details on The Source!

Be sure to tag your photos with **#LifeAtSamsung** when sharing on social! [Check out our Social Media](#) policy for more details on social media best practices, do's and don'ts.

A BENEFITS UPDATE

The **SmartHealth** Summer Step-a-Thon

We're kicking off a new **SmartHealth** Step-a-thon Challenge starting Monday, June 3! Track your steps, move with your team, and compete for prizes while supporting a healthy summer.

Stay tuned to The Source, signage and your email for sign-up details and how to log your progress through our [wellness portal](#).

We Won!
Industry
Recognition
for Excellence

Samsung was **named a Gold Winner** of the [2025 AVA Digital Awards program](#), an annual, international competition that recognizes excellence in digital communications! A big shout out to Sukhmani Mohta and his team for this amazing achievement.

Making big ideas bite-sized

I keep teams informed during times of change with a change management framework.

Strategy

I believe effective change communication relies on proven frameworks and best practices, tailored to each company’s unique needs. I’ve partnered with change experts at FleishmanHillard, Edelman, and Samsung to develop best-in-class strategies—starting every plan with the “why” and segmenting messaging across pre-, during-, and post-change phases.

Leader toolkits and templates ensure confident delivery, while feedback loops and pulse checks keep communication clear, timely, and responsive.

Benefits

Using a consistent playbook to communicate change helps employees feel steady, even during frequent transitions. It builds trust, reduces uncertainty, and ensures people know where to find answers and when to expect updates—making it easier to navigate new systems or structures with clarity and confidence.

Distribution

Start with a personal note from leadership—either via email or video—then follow up with live or async town halls to answer questions. Equip managers with toolkits to help cascade messaging, and house everything in an easy-to-find intranet hub. Use Slack or Teams for quick reminders.

KPIs

- Pulse survey responses on understanding, confidence, and readiness
- Time-to-adoption for new tools, processes, or org behaviors
- Volume and tone of employee questions or feedback submitted



Internal Change Communication Plan

Goals:

Audience	Strategy	Key Message	Channel(s)	Date/time	Owner
All Employees					
VP+					
Fully Remote					
Hybrid					
Contract Workers					

An update
from **Mark**

I build connection to leadership with approachable executive comms.

Strategy

To ensure authentic, human storytelling, I work directly with leaders or use thoughtful prompts to uncover stories that reflect their personality and leadership style. Each piece includes personal anecdotes, photos, and quotes, all tied back to business goals and cultural initiatives.

Benefits

Builds trust and emotional connection by revealing the “why” behind decisions and making leaders more relatable. Blending personal stories with business context increases approachability, alignment, and engagement.

Distribution

Mix of long-form blog posts, short-form spotlights in Slack and digital signage, videos, and external LinkedIn content.

KPIs

- Open rates for emails or newsletters featuring executive messages
- Click through and completion rates on leadership videos, blogs, or posts
- Pulse survey results related to leadership visibility, trust, or alignment
- Qualitative feedback collected via employee comments, focus groups, or follow-up interviews

"Luck favors the prepared. Take the time to think about what folks are going to ask."

Alok Shah (he/him/his)
Vice President, Networks Business
Samsung Electronics America





4. Do you believe that diverse and inclusive teams are the engines of innovation?

Without a doubt. Each of us has a distinct set of life experiences that informs the way we see and think about the world. Innovation flourishes when we initiate ideas and enrich them with a multitude of different perspectives. Without diverse and inclusive teams, these ideas may only advance so far or reach a limited potential. [SEA's products](#) are designed to benefit every American family, and without a diverse workforce, we run the risk of falling short in understanding and meeting their unique needs.



Alok and his family enjoying the holiday season.

Alok Shah (he/his)
Vice President, Networks Strategy, BD, & Marketing
Samsung Electronics America





**SLOW
RUNNER**



**DOG
LOVER**



Read Alok’s full article on the [Samsung U.S. Newsroom](#)

I boost morale and team spirit with a “Have you met?” series.

Strategy

Meet the people behind the work! The *Have you met?* series highlights a teammate’s role, three fun non-work facts, and a prompt to spark direct connections that lead to real business impact.

Benefits

Quick to produce, easy to digest.

Builds culture by humanizing colleagues and encouraging direct engagement across functions.

Helps employees feel seen, valued, and comfortable reaching out to their fellow colleagues both in-person and remotely.

Distribution

Shared on Teams/Slack, digital signage, and linked in the bi-weekly newsletter. Optional external version available for employer brand building on LinkedIn.

KPIs

- Number of direct messages and Teams/Slack reactions
- Participation rate (how many employees nominate themselves or others)
- Survey feedback on belonging, visibility, and connection to peers
- LinkedIn engagement (if shared externally)

Have you met Alex?

She leads our internal communications strategy!

Her favorite things include:

- Gossip Podcasts (anyone else like Beyond the Blinds?)
- Cats
- Spending too much on ClassPass credits.



Got ideas for the office screens?

She’s listening!

Alex is currently working on new campaign ideas for our digital displays.

Connect with her on Slack and tell her what you’d love to see featured!

Have you met David?

He leads our IT software procurement team!

His favorite things include:

- Motorcycles (anyone else ride?)
- DJing
- Fly fishing whenever he can



Got suggestions for new software or tech tools?

He’s listening!

David is always exploring the latest and greatest tools for our IT ecosystem.

Connect with him on Slack, he’d love to hear from you!

Making big ideas bite-sized

I create a unified brand identity with internal brand hubs.

Strategy

In partnership with Marketing, I develop brand hubs that serve as a one-stop resource for logos, colors, fonts, templates, and tone of voice guidelines—ensuring that every message, whether internal or external, feels cohesive and aligned.

Benefits

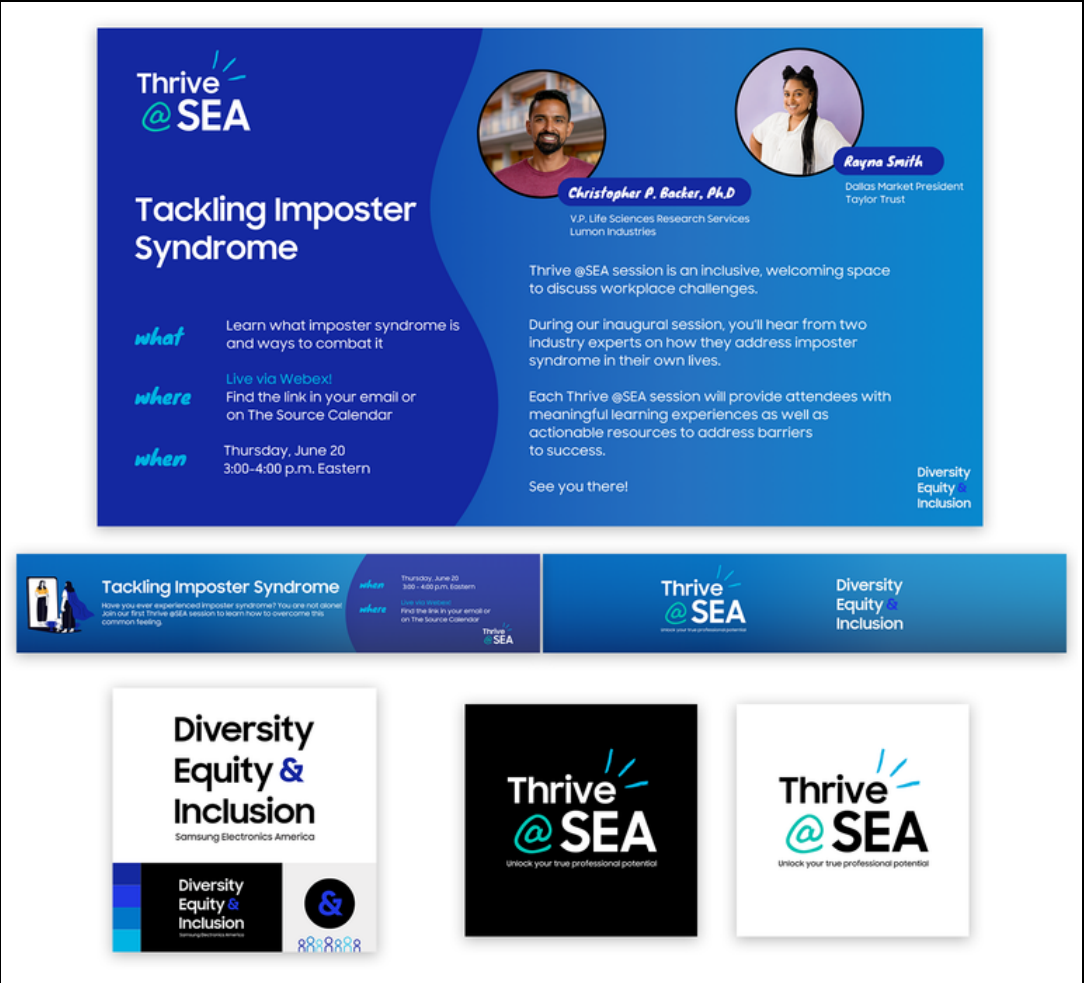
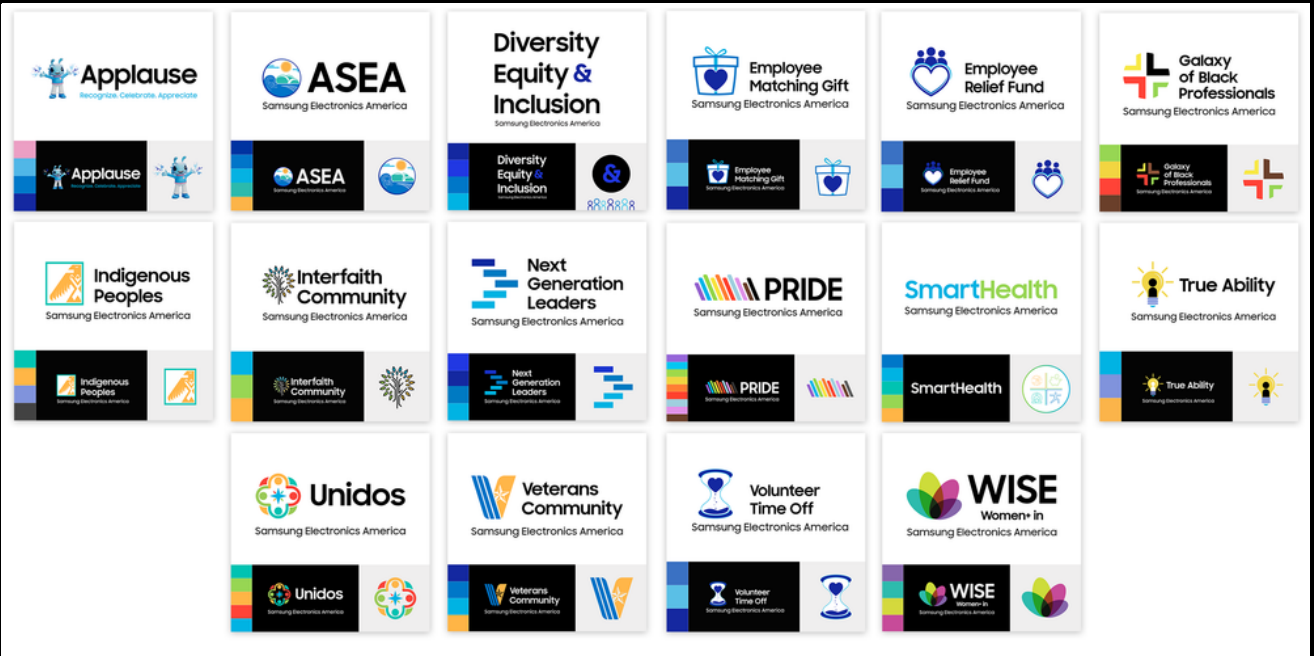
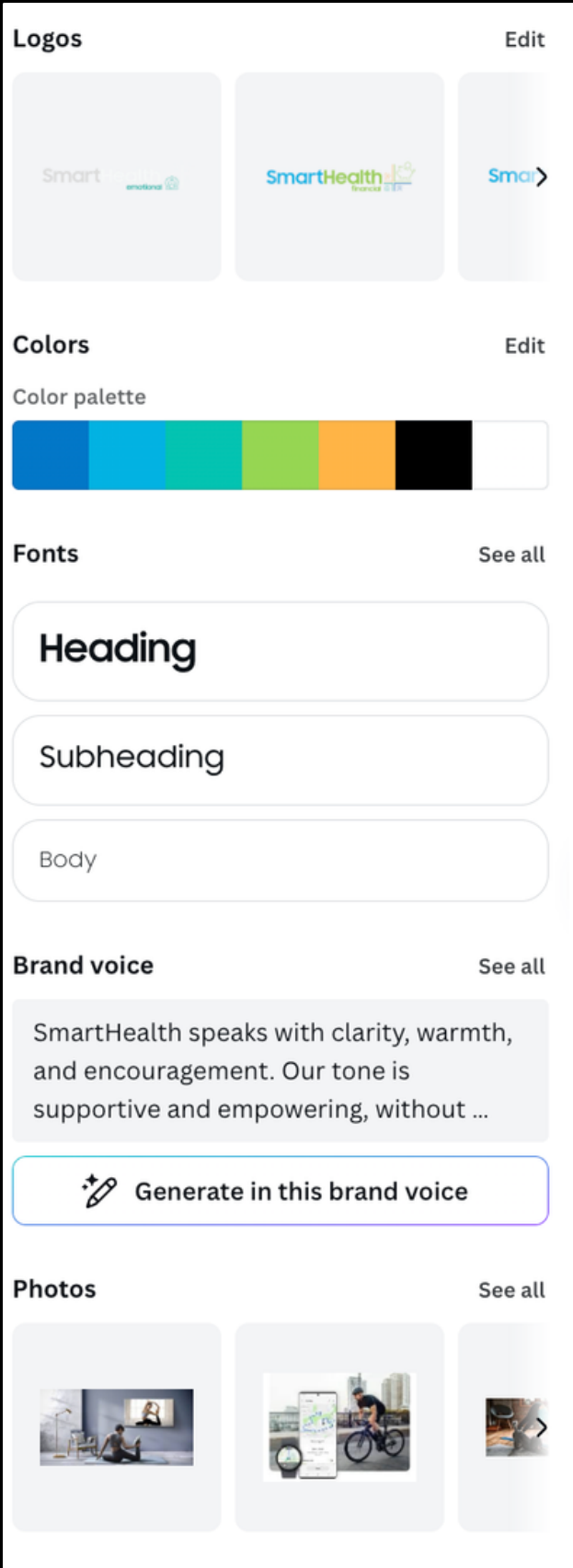
Teams are empowered to create on-brand content quickly and confidently, freeing up comms and marketing teams from one-off design requests and reducing the need for branding reviews.

Distribution

Brand hubs are accessible via the intranet and promoted through targeted newsletters, team channels, and onboarding materials. Short walkthroughs and drop-in office hours help everyone feel confident using the assets.

KPIs

- % of new materials using brand-approved templates or assets
- Reduction in off-brand content submitted for review
- Decrease in one-off design requests to comms/marketing teams
- Attendance in brand review sessions/office hours



Making big ideas bite-sized

New ideas I'm excited to try!

Effective communication is grounded in proven frameworks and best practices—but that doesn't mean we can't experiment and try new things!

Here are two new methods of employee communication I am excited to implement in my next role.

Async leadership video series/mini town halls

Async leader speaker sessions are pre-recorded videos employees can watch on their own schedule.

Team members submit questions in advance, giving leaders a chance to address what matters most, helping employees feel heard and included—no matter their timezone.

Employee recognition programs built entirely in Slack/Teams

The last thing employees need is another platform.

Let's embed recognition programs into the tools they already use most—making it easy to send GIFs, emojis, points, or quizzes without ever leaving their workflow.

Like what you see?
Let's chat!

alexandrashampton@gmail.com

732.407.3703