

# SONDRA SNEED

## Senior Manager, Principal Consultant, Corporate Communications

Available Work Samples: <https://sourcepublishingllc.com>

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### PROFESSIONAL SUMMARY

**Senior communications leader who brings order to chaos.** Without a shared vision, no change is well managed, and that's the story behind 20+ years of communications history. With a passion for people, technology, and digital platforms, content creation nearly writes itself when the best questions are asked.

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### CORE STRENGTHS

- Internal Communications & Digital Platforms
  - Executive & Leader Messaging
  - Active Listening & Relationship Building
  - Concept to Completion Development
  - Collaboration & Engagement
  - Content & Creative Strategy
  - Purpose-Driven Storytelling
  - Copywriting, Photography, Video, and Graphic Design
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### PROFESSIONAL EXPERIENCE – Abridged

#### Principal Consultant, Communications Agency, Mindset & Change Solutions Practice

*Independent Practice* | Houston, TX

2014 – Present

**Concept to Completion: build visually impactful** websites that communicate market value and position.

- Collaborate with B2B/B2C clients ranging from technical to retail companies to design and build content & creative structure.
- Built end-to-end WordPress platform to CMS sites with dynamic data display to support SEO and conversion.
- Creative Asset Product Delivery: photography, video, and copywriting, logos
- Designed learning programs for digital delivery platforms

**Lead consulting and communications engagements**, guiding high-stakes decision-making, accountability, and perspective shifts.

- Authored and published long-form works and supporting materials.
- Delivered conference presentations and speaking engagements on topics including cognitive-self relationship and personal achievement.
- Conducted thousands of one-on-one client engagement sessions to encourage mindset and perspective change; leadership support & development; cognitive reframing,

conflict de-escalation; burnout prevention & resilience; changing personal narratives to restore confidence

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**Senior Writer / Scriptwriter / Producer**

**Royal Dutch Shell** | Houston, TX

2012 – 2014

**Led change management communications** for a major Downstream and U.S. Fuels initiative, impacting invoicing systems, IT processes, and over 1,000 employees.

- Created clear, people-focused communications for internal audiences across 26 departments.
  - Developed leadership communications for email, intranet, and Livestreams, supporting enterprise training initiatives, milestones, and system-wide adoption.
  - Produced over 20 “Super User” videos for Shell’s internal platform (Shell Tube).
  - Coordinated and directed VPs and senior leaders during Livestreams.
  - Shot, directed, and edited photography and video, capturing both candid and scripted moments that demonstrated team connection and energy.
  - Designed consistent messaging across email and PowerPoint templates, animated logos, intranet news pages, promotional materials, and office signage.
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**Senior Writer | Product Marketing & Business Development**

**Halliburton** | Houston, TX

2011 – 2012

- Led discovery meetings with engineers and product leaders to translate complex oilfield technology into engaging, sales-ready product training messaging.
  - Transformed technical reports, spreadsheets, and jargon into a clear, engaging 45-page flagship booklet.
  - Developed reusable messaging frameworks adopted throughout the product line.
  - Designed impactful visual explanations to demonstrate operational and financial impact for non-technical audiences.
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**Senior Writer, Corporate Communications (Onsite)**

**Boardwalk Pipeline Partners** | Houston, TX

2010 – 2011

- Supported enterprise internal communications for a leading natural gas pipeline company.
  - Wrote executive and employee newsletters distributed in print and through SharePoint intranet.
  - Delivered leadership communications to offices nationwide.
  - Reported on regulatory updates, industry issues, and corporate initiatives.
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**Editor-in-Chief / Editorial Director**

**Wireless Dealer Magazine** | Houston, TX

2005 – 2010

- Built and led the editorial division of a national technology trade publication during rapid growth in mobile telecommunications.
- Covered the latest technology and devices at CES conferences.
- Managed writers, designers, and multimedia contributors for print and online publications.
- Translated emerging technology and regulatory issues into accessible, engaging articles.
- Collaborated with executives, engineers, and product leaders on feature development announcements for email campaigns.

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**Creative Designer / Writer / Photographer****ZenithOptimedia — New York City****2000 – 2004**

- Supported business development and internal communications initiatives.
- Managed HR intranet projects and served as liaison between IT and HR.
- Served as managing editor for the biannual internal company newsletter.
- Developed internal engagement campaigns that achieved record participation.

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**GRAPHIC, COMMUNICATION TOOLS & PLATFORMS**

Adobe Creative Cloud • Microsoft 365 • SharePoint • CMS • WordPress • Elementor • Audio/Video Editing  
Tools for Vlogs and Podcasts • Canva • Grammarly • Claude • ChatGPT • Slack • Staffbase

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**EDUCATION****University of Missouri – Kansas City**

Bachelor of Arts, Humanities & Fine Arts (Photography, English Composition)