

— Curriculum Vitae —

Cindy Crescenzo

Crescenzo Communications
2736 N Hampden Ct., Unit 206
Chicago, IL 60614 USA
www.crescenzocomm.com
cindy@crescenzocomm.com



Speaking Experience

Cindy Crescenzo speaks at Corporate Communication workshops and conferences all over the world. She has over 15 years of experience in research, measurement and communication planning. Her true passion is showing communicators the power of listening through focus groups, surveys and executive interviews.

By presenting real life case studies, Cindy demonstrates how communicators can get the ammunition they need to create successful communication strategies, use new communication tools and methods, be more creative, and breath new life into their careers – all while delivering measureable results.

She has led sessions or workshops in Italy, Denmark, London, Canada, Australia, New Zealand and all over United States of America. She's worked with dozens of organizations and associations including The International Association of Business Communicators; the National Association of Government Communicators; the Professional Insurance Communications Association; the Public Relations Society of America; Federal Reserve Bank of the United States, the Professional Association of Investment Communicators; European Training Foundation, National Pension Education Association and dozens of other smaller associations and groups.

In 2009 Cindy, along with her business partner, husband and leading corporate communications trainer and consultant, Steve Crescenzo, created their popular workshop, Strategic Creative Communications. They've taught this often sold-out workshop to thousands of communicators all over the globe.

Consulting Experience

As the former Marketing Director of the Chicago Symphony Orchestra, Cindy Crescenzo left the Corporate and Non-Profit world in 2006 to join her husband and business partner, Steve Crescenzo in forming their consulting firm, Crescenzo Communications. Since, Cindy has helped more than double their revenues by introducing Communication Measurement and Planning services to their clients.

Cindy Crescenzo has worked closely with firms such as The Mayo Clinic, Target, Lockheed Martin, Amgen, Magna Donnelly, Bob Evans, Pepsi, The Kansas Department of Labor, La Z Boy, General Motors, The Audubon Nature Institute, Seattle Children's Hospital and Chevron. A full client list is appended to this document.

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Testimonials

“The surveys and focus groups that Cindy Crescenzo conducted for us provided valuable customer information and clear direction for our organization’s communications plan. Cindy led the team from the start, guiding us through question and survey design, survey administration, analysis and follow up. Cindy was extremely organized, flexible and she gave us great suggestions to improve every aspect of the research we conducted.”

Beth Martino, Kansas Department of Labor

“Steve and Cindy were excellent presenters. Their knowledge of the communication world partnered with their passion for success made the seminar truly engaging ... and even entertaining!”

SCC Attendee, Chicago, IL

“The research analysis Cindy delivered to us was (and still is) an invaluable tool that helps us make important business decisions for our organization.”

Laura Opsahl, Target

“SCC is a spectacular program. The content was spot-on. I walked away with a practitioner’s graduate degree in everything from research to creative to measurement. This seminar was worth the four-hour drive to and from D.C. in the rain — I would enroll again in a heartbeat just to hear more from Steve and Cindy.”

SCC Attendee, Washington, D.C.

“I can’t say enough about the Strategy Ladder that Cindy presented. I couldn’t get moving on rolling out an initiative, and it’s exactly what I needed to get started. Thank you!”

Patricia Kelley Pfizer

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Crescenzo Communications Client List

- Abbott Laboratories
- Alabama Gas Company
- Alberta Government, Department of Public Affairs
- Alegent Health
- Allstate
- American Express
- Amgen
- Audubon Nature Institute
- Black & Veatch
- Blue Cross Blue Shield
- Centex
- Chevron
- ComEd
- Degussa Corporation
- Duke Energy
- Eastman Chemical Company
- E.ON US
- First Data Corporation
- GE
- Hewlett Packard
- Honda
- U.S. Department of Housing and Urban Development (HUD)
- Imation
- Intel
- Internal Revenue Service
- International Association of Business Communicators
- Intuit
- John Deere
- Kansas Department of Labor
- Kentucky Association of Government Communicators
- Houlihan's Restaurants
- LaFarge
- League of Chicago Theatres
- Lockheed Martin
- MassMutual
- M.D. Anderson Cancer Center
- Magna Donnelly
- McDonalds
- Merck
- National Archives
- National Association of Government Communicators
- National Education Association
- Nokia Corporation
- Ohio Health
- Ohio State Medical School
- Pepsi Co.
- Petrobras
- Philip Morris
- Phillips Electronics
- Phoenix Police Department
- Pratt & Whitney
- Priority Health
- Purolator Courier
- Royal Bank of Canada
- Sears
- Seattle Children's Hospital
- Siemens
- Social Security Administration
- Southwest Airlines
- Standard Chartered Bank
- Target
- Telus
- Textron
- United States Department of Defense
- University of Michigan
- Verisign
- Verizon Wireless