

## **Caroline Leach**

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### **EDUCATION**

MA, Communications Management, Annenberg School for Communication and Journalism,  
University of Southern California, 1995

Awarded “with distinction” upon passing master’s comprehensive exam

BA, Economics, University of California, Los Angeles, 1988

### **ACADEMIC EXPERIENCE**

#### **Lecturer of Communication**

**USC Annenberg School for Communication and Journalism**

**Digital Social Media MS Program**

**Digital Media Management (Online) MS Program**

**2020 – present**

#### **DSM 596 – Final Project Capstone, 2022 – present**

- For students in the Digital Social Media MS Program, the course examines the production of a working site, app or embedded social platform project with digital/multimedia elements. Development includes pitching, conceptualization and launching of the final project.

#### **DMM 525 – Digital Media Leadership, 2020 – present**

- Curriculum development for the online MS in Digital Media Management program launching in Fall 2021, followed by teaching the course beginning in 2022. The course examines personal leadership principles and practices as applicable to digital media. It focuses on how to lead a diverse and high-performing team to deliver digital media initiatives that advance organizational goals.

#### **DMM 530 – Managing Digital Media Teams and Projects, 2020 – present**

- Curriculum development for the online MS in Digital Media Management program launching in Fall 2021, followed by teaching the course beginning in 2022. The course covers the principles and skills needed to effectively manage teams and projects within the digital media environment to achieve organizational goals.

**DSM 520 – Managing Technologies for Digital Media, 2020 and 2021**

- For students in the Digital Social Media MS Program, the course examines strategies and decision-making for the development and management of online sites, mobile apps and social platforms, including search optimization, monetization, product development and user experience testing.

**DSM 550 – Analytics and Research Methodology, 2021**

- For students in the Digital Social Media MS Program, the course examines the use and interpretation of digital analytics as well as the use of research design, methodology, and basic statistics for digital sites and apps.

**Faculty Member****Fashion Institute of Design & Merchandising****Digital Marketing BA Program (formerly Social Media, SMED)****2019 – 2020****SMED 4400 – Social Media Sales and Consulting, Spring 2019 and Winter 2020**

- Designed and taught this new course examining what students need to sell or consult on their own in the growing business of new media. Students use management techniques specifically designed to build a successful social media consulting business as a freelancer or as a small agency.

**SMED 1100 – Introduction to Social Media, Fall 2019**

- The course introduces the history, theory, and technology of social media. Students explore different social media and have hands-on experience with social media technology. Students learn how to use this new media productively, with a framework to understand and evaluate social media platforms for brands to use for marketing.

**SERVICE**

USC Annenberg, Admissions Committee Member, MS in Digital Social Media, Spring 2022

USC Annenberg, Council Member, Digital Media Management online MS program development, March 2020

USC Annenberg Alumni Advisory Board; Member, 2017 – 2020; Chair, 2020 – 2021

USC Alumni Association Board of Governors; Annenberg Representative, May 2017 – May 2020; Executive Committee Member and Co-Leader of Communications and Marketing, 2018 – 2020

USC Annenberg Alumni Ambassador, 2016 – 2019; Co-Chair, 2017 – 2019

USC Society 53 Mentor, 2018 – 2019 and 2019 – 2020

USC Annenberg Advantage Mentor, 2017 – 2018 and previous years

## PROFESSIONAL EXPERIENCE

### **The Carrelle Company, LLC**

**Founder**, 2018 – present

Provide digital branding through social media and executive coaching for professionals to grow their careers and business owners to grow their companies

- Consult with individuals and companies to create digital media strategic plans, across a variety of industries including media, technology, telecom, management consulting, law, real estate, supply chain, hospitality, and academia
- Speak frequently about leadership, personal branding, and digital media at companies and organizations, including TEDx, AT&T, USC, Lionsgate, Ericsson, Verra Mobility, Association for Talent Development, and executive education programs at UCLA
- Serve as an executive coach in private practice and in the executive coaching practice of Challenger, Gray & Christmas. Coach professionals in a variety of industries seeking to lead change and enhance their executive communication and leadership presence.

### **AT&T**

**Vice President, Marketing**, 2015 – 2018

In 2018, AT&T was a \$160-billion tech, media and telecom company ranked #9 in the Fortune 500 and the #1 telecom globally in Fortune's ranking of the most-admired companies.

Reported to the Global Marketing Officer, who reported to the Chairman and CEO. Led the Global Marketing Organization's marketing analytics team focused on advertising, brand health, and corporate communications

- Launched brand health measurement platform across 4,000 brands in 200 industries in partnership with the Brand Strategy team; the iconic AT&T brand was ranked #5 by Brand Finance, #7 by BrandZ, and #10 by Forbes
- Led public relations and social media strategy and execution for the Chief Brand Officer
- As a champion of diversity, equity, and inclusion, spearheaded the company's gender equality measure of how women and girls are portrayed in the company's ads
- Developed an inclusion playbook for content creators to enable the company's goal of accurately portraying all people, including women and girls, in its content
- To build marketing leaders as part of the company's future-ready vision for its people, led marketing talent development programs in partnership with the HR team and the award-winning AT&T University
- Served on the Employee Engagement Advisory Board, contributing to AT&T being named to Fortune's 2017 and 2018 lists of *100 Best Companies to Work For*
- Cited by LinkedIn as the AT&T leader with the highest organic reach on the platform

## **DIRECTV**

### **Vice President, Communications, 2005 – 2015**

Corporate Communications leader driving workplace and culture transformation to entertain the future at DIRECTV, a \$33-billion digital TV entertainment services provider ranked #95 in the Fortune 500 in 2014. Reported to the Chief Human Resources Officer, served as an adviser to 6 successive CEOs, and led workplace and culture transformation with a 45-member communications team at 9 sites

- Led strategic direction and management of employee and HR communications, corporate events, trade shows, diversity and inclusion, and corporate citizenship
- Led executive communications for internal and external speaking engagements, and integrated internal and external communications narrative for corporate citizenship
- For merger integration planning for the \$50-billion AT&T acquisition of DIRECTV in 2015, co-led corporate communications and cultural integration work streams to optimize the integration. The DIRECTV culture was in the top 1% in organizational health among more than 750 companies as measured by McKinsey & Company
- Achieved leader advocacy for a customer experience transformation and contributed to an 18-point increase in customer net promoter score
- Created an employer brand, “we entertain the future,” in partnership with the Talent Acquisition team to attract, engage, and retain top talent
- Built diversity, equity, and inclusion on par with Fortune’s *100 Best Companies to Work For*, and increased employee resource groups to 6, with 2,000+ participants
- To shape corporate reputation and engage employees, orchestrated external and internal CEO and C-Suite speaking engagements. Wrote Chairman’s letter and remarks for annual report to shareholders
- Designed annual CEO leadership meeting, involving extensive collaboration across the C-Suite to clarify company strategy and build cohesion and change capacity among the company’s 200 top leaders
- Presented annually to the Board of Directors on corporate social responsibility. Prepared the employee engagement report for the CHRO to present. Worked with board members on special projects, including a Silicon Valley tech meeting, leadership meeting speakers, and presentations to employee resource groups
- Focused corporate citizenship strategy on K-12 STEM education and employee volunteerism to ensure the future talent pipeline, engage employees, and build the company’s reputation for community commitment. Published first external-facing corporate social responsibility report, showcased at the company’s Investor Day
- Led study with USC Center for Effective Organizations on *Social Media for Innovation* with employees and customers
- Created company social media policy and engaged employees as brand ambassadors via #DIRECTVGivesBack

## HONORS AND AWARDS

### Individual

USC Widney Alumni House Award, 2020

President's Volunteer Service Award, 2018

MAKERS Women's Leadership Program Awardee, 2017

Gold Quill Award, International Association of Business Communicators (IABC), 2001

Various IABC awards for corporate communications campaigns, 1995 – 2005

Outstanding Young PR Professional Award, Public Relations Society of America, 1996

### Corporate

*Fortune 100 Best Companies to Work For*, AT&T, 2017 and 2018

Bloomberg *Civic 50* list of the most community-minded companies in America, DIRECTV, 2013, 2014

Denver Post *Top Workplaces*, DIRECTV, 2013, 2014, 2015

Human Rights Campaign, *Best Places to Work for LGBTQ Equality*, with 100% on corporate equality index, DIRECTV, 2015

CareerBliss *50 Happiest Companies in America*, ranked #18 based on employee input on job satisfaction, DIRECTV, 2015

## CERTIFICATIONS

Professional Certified Coach (PCC), 2022 – 2025, International Coaching Federation

Hogan Assessment Certification, 2021 – present, Hogan Assessment Systems

Certified Professional Co-Active Coach (CPCC), 2020 – present, Co-Active Training Institute

Senior Professional in Human Resources (SPHR), 2010 – present, HR Certification Institute

Accreditation in Public Relations (APR), 2002 – present, Public Relations Society of America

## **PROFESSIONAL MEMBERSHIPS**

Public Relations Society of America

Society for Human Resource Management

International Coaching Federation

## **PUBLICATIONS**

Leach, Caroline. *"What Successful People Do on Social Media: A Short Guide to Boosting Your Career."* Los Angeles: The Carrelle Company LLC, April 2019.

Leach, Caroline. Blog. *"Social Media for Careers + Companies."* More than 200 posts about social media, corporate communications, marketing analytics, careers, learning, and change. <https://www.carolineleach.com>. 2015 – present.

## **PRESENTATIONS**

Multiple presentations of "Developing Your Personal Brand and Signature Story" for clients of the UCLA Anderson School of Management, Executive Education, including the Women in Governance Program, 2020 – present.

"Board Resumes, Board Pitches, and Highlighting Expertise," UCLA Anderson School of Management, guest speaker and executive coach in MBA Corporate Governance class, Winter 2021 and 2023.

"Creating the Future and Culture You Want," keynote for Verra Mobility leadership meeting, Scottsdale, Arizona, April 2022.

"Developing Your Personal Brand and Signature Story," UCLA Anderson School of Management, Executive Education, Women's Leadership Program, 2021 and 2022.

"Personal Branding," UCLA Anderson School of Management, Executive Education, Entrepreneurial Excellence Strategic Growth Program for Latin American Women, Oct. 2020.

"How to Pivot Your Personal Brand on Social Media," USC Annenberg School for Communication and Journalism, alumni online event, April 2020.

"The Art of Personal Branding." Lionsgate, Santa Monica, California, February 2020.

"Personal Branding and Social Media for Communicators." International Association of Business Communicators (IABC) San Francisco, webinar, January 2020.

“Creating a Social Media Plan for Your Career.” International Association of Business Communicators (IABC), Los Angeles, California, November 2019.

“The Art of Personal Branding.” Otter Media *We Gather* women’s leadership conference, Burbank, California, October 2019.

“The ONE Thing: Your Business.” Community Associations Institute, La Quinta, California, October 2019.

“Building Your Career and Your Personal Brand.” Ericsson North America, keynote for Career Learning Day, Plano, Texas, October 2019.

“How to Boost Your Career and Organization with Social Media.” Association for Talent Development (ATD), Los Angeles, California August 2019.

“How to Tell Your Professional Story on Social Media.” AT&T Data Science and Automation Team Town Hall, live from Los Angeles to Plano, Texas, June 2019.

“Create a Social Media Strategy for Your Career.” International Association of Business Communicators (IABC) World Conference, Vancouver, Canada, June 2019.

“Lifting Up the Leader in All of Us.” South Bay Women’s Conference keynote speech, Torrance, California, May 2019.

“Social Media Can Make You a #LifelongLearner.” TEDxYouth@PVPHS, Rolling Hills Estates, California, March 2019.

“Elevating Women in Leadership.” USC Women’s Conference panel participant, Washington, D.C., March 2019.

“The Art of Branding.” USC Annenberg School for Communication and Journalism, Day of Service, Los Angeles, California, March 2019.

“Managing Your Career in a Changing Landscape.” USC Alumni Association, Facebook Live panel moderator and contributor, Los Angeles, California, January 2019.

Various corporate presentations, panel moderations, and panel participations at AT&T and DIRECTV from 2005 – 2018, including a 2017 conference interview of Young Guru, sound engineer to Jay-Z, Beyoncé, Rihanna and others, and called “the most influential man in hip-hop you’ve never heard of” by The Wall Street Journal.