

Nomination: 7766

Tanima Xavier

Page: General Information

Provide information about the company to be considered for the award. If you will be nominating an individual, specify the nominee's employer.

Name of Organization/Company

UST

Additional Contacts

I do not wish to list additional contacts

Page: Entry Information

Entry Title

Tanima Xavier

Category

C01 - C16 Individual > C11 - Internal Communications Professional of the Year

Individual Submission Format

Written Answers

a. Briefly describe the nominated individual: history and past performance (up to 200 words). Required

Tanima is a dynamic Corporate Communications (CC) professional at UST with a history of accomplishments spanning internal communications, employer branding & strategic messaging. Starting as a CC Associate in 2018, she steadily advanced to Senior Lead in 2023. **REDACTED FOR PUBLICATION** her strategies have significantly enhanced engagement & alignment within UST. She has consistently demonstrated her ability to craft compelling narratives & engage diverse stakeholders across global platforms.

Noteworthy achievements include spearheading the management of the daily internal newsletter, leading to a significant increase in employee engagement. Tanima has also been instrumental in designing & executing internal communication strategies & campaigns, fostering transparency & alignment with organizational goals & culture. Adept at collaborating with cross-functional teams, executive & senior leadership, she has received accolades for her contributions to organizational campaigns, employee engagement initiatives & communication strategies. She has also authored past American Business Award-winning nomination documents, showcasing her exceptional talent in crafting compelling narratives.

With an educational background in International PR & Global Communication Management from Cardiff University & hands-on experience in graphic design, she brings a unique blend of strategic thinking & creative flair, positioning her as a trusted communication advisor & strategic partner.

b. Outline the nominee's achievements since the beginning of 2022 that you wish to bring to the judges' attention (up to 250 words). Required

- Communications Strategy & Planning: Develop & implement year-round internal communication strategies aligning with organizational vision & culture across diverse channels & touchpoints.

- Leadership Impact: Enhance leadership visibility & impact through strategic messaging & regular columns/series, facilitating periodic updates, announcements & change management communications for transparency & effectiveness.

- Content Creation, Management & Brand Compliance: Lead daily IC operations, stakeholder management, content creation, newsletter development, RFP video scripts & creatives, ensuring consistency in messaging & branding.

- Employee Engagement: Design & execution of engagement initiatives such as the Let's Talk UST well-being campaign, I Love UST employer branding campaign, Celebrating Pride Month, etc. to foster a positive & inclusive workplace culture.

- Internal Campaigns & Events Communication Support: Design & execution of communication campaigns & events such as the D3 technology conference, Gen AI hackathon & Values Week, fostering cross-functional collaboration & employee engagement.

- Award Documentation: Creation of nomination packages & supporting materials for awards including Stevie Award, Business Culture Awards UK, HR Excellence Awards, etc. showcasing the organization's achievements & contributions.

- Change Management Communication: Management of communication strategies during leadership restructuring, acquisition/integration processes, operational & process changes & milestone events to ensure smooth transitions & alignment.

- Crisis Communication: Development of crisis communication toolkits, leadership messaging templates & emergency responses for various crisis scenarios, ensuring crisis communication preparedness.

- Operational Efficiency: Identification of operational gaps & optimization opportunities, integration of automation solutions & implementation of integrated communication **REDACTED FOR PUBLICATION** to enhance efficiency & effectiveness.

c. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the nominee's past performance (up to 250 words). Required

- The year-round communication strategy developed in alignment with the overall organizational vision & goal contributed to the overall employee engagement [REDACTED]
- Leadership communication initiatives & employee touchpoints developed contributed to [REDACTED] associates' positive response to open & transparent communication & appropriate visibility & accessibility to senior leadership.
- The design & execution of the 'I Love UST' campaign positioned & empowered employees as advocates of organizational culture rather than imposing narratives onto them.
- The holistically designed 'Let's Talk UST' well-being campaign resulted in [REDACTED] boost in active members & [REDACTED] overall engagement on UST Workplace platform. The Let's Talk UST 30-day well-being challenge witnessed over 25% of the participants successfully completing the challenge.
- Communication support for 2023 HappiUST Week & Values Week in collaboration with the Office of Values & Culture team [REDACTED FOR PUBLICATION]
- Communication partner & core team member for D3 2023, that included 8 high impact global pre-D3 events [REDACTED]
- Collaboration with the Innovations team to launch the AI-dea Storm generative AI ideathon, [REDACTED]
- Supported documentation & artifacts creation [REDACTED] winning award submissions [REDACTED FOR PUBLICATION]

d. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words). Optional

The attached supporting materials, includes illustrative supporting work samples & communication plans, showcasing the development and management of year-round internal communication strategies, executive leadership messaging authorship, leadership video series, newsletter development, content creation & crisis communication toolkit, provide tangible evidence supporting the achievements outlined in the nomination.

The testimonials & references from UST executive leadership, senior leaders, collaborators & peers affirm Tanima's exceptional contributions to corporate communications. These endorsements highlight Tanima's strategic prowess, creativity & effectiveness in fostering employee engagement, promoting organizational culture & managing communication during critical events.

Moreover, the Tanima's role in authoring award winning nomination documents for global industry recognized awards such as the American Business Award, Business Culture Awards UK, HR Excellence Awards & Avatar serve as further testament to her outstanding performance & impact in the field of corporate communications.

By meticulously detailing Tanima's achievements & providing supporting evidence & testimonials, this nomination demonstrates her unique & significant contributions to UST's internal communication endeavors, setting her apart as a standout communications professional in the industry.

The comprehensive nature & clarity of the supporting document underscore Tanima's eligibility for the American Business Awards Communications Professional of the Year. It illuminates her contributions & potential growth within the realm of the communications industry while emphasizing the collaborative efforts & support from her team & colleagues in achieving collective success.

Webpage Link

Would you like to add an additional webpage link?

No

Supporting Document

No File Uploaded

Would you like to add an additional supporting document?

Yes

[REDACTED FOR PUBLICATION]

Would you like to add an additional supporting document?

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