

Mary Rietz

STRATEGIC COMMUNICATIONS LEADER

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PROFILE

Communications leader with 19+ years building the systems behind clear organizational communication: internal communications operations, C-suite messaging, and AI-enabled workflows that help teams move faster without losing their voice. At Vivint, built an internal communications operation from scratch for 5,000+ distributed employees — intake, planning, audience frameworks, executive messaging, and feedback loops. Across consulting and in-house roles, advised senior leaders through change moments, prepared executives to speak with confidence, and led teams delivering 50+ initiatives a year. Over the last two years, developed repeatable AI-assisted workflows with ChatGPT and Claude that organize intake, unify voice across authors, and accelerate drafting — always with human judgment on the final message.

AREAS OF STRENGTH

- Strategic internal communications: operations, editorial rhythms, and channel strategy
- C-suite communications: executive messaging, presentations, talking points, and speaker preparation
- Organizational change, sensitive announcements, and high-stakes moments
- AI-enabled communications workflows: prompt design, intake organization, voice consistency, drafting acceleration
- Distributed and frontline workforce communications (5,000+ employees)
- Message architecture and audience frameworks that connect leadership intent to clear action
- Leading and mentoring communications professionals, direct and matrixed
- Cross-functional partnership across Operations, HR, Safety, Training, and Support

EXPERIENCE

Communications Manager, Field Operations | Vivint, an NRG Company | 2025–2026

- Built an internal communications operation from scratch for 5,000+ distributed frontline employees across the United States, establishing intake, planning, audience segmentation, and feedback rhythms where none existed.
- Partnered with C-suite-adjacent executives, directors, and managers to turn business priorities into senior leader messages, executive presentations, talking points, manager toolkits, and field campaigns.
- Created a three-level messaging framework connecting leadership intent to manager context and clear frontline action steps.
- Led communications for product and safety updates, coordinating timing and content across HR, Safety, Training, Supply Chain, Operations, and Field Support.
- Used ChatGPT and Claude to organize scattered inputs, align tone across many authors, and accelerate first drafts — building repeatable workflows the team could sustain.

Founder & Principal Consultant | Mary Rietz Design | 2007–Present

Strategic communications, brand, and digital consulting across technology, construction, healthcare, government contracting, e-commerce, home services, and community organizations.

- Advise senior leaders and shape executive messages, presentations, websites, and campaigns in a clear, human voice.
- Diagnose fragmented communications and build practical message frameworks, channel plans, content workflows, and repeatable rhythms teams can sustain.
- Lead a small team and contractors delivering 50+ initiatives annually, balancing long-range systems work with fast-turn priorities.
- Over the last two years, built AI-assisted workflows with ChatGPT and Claude for intake organization, drafting, tone consistency, and content synthesis — with human review on every final message.

Communications & Brand Leader | Hope City Church | 2011–2024

- Built and led communications and brand operations through 13 years of growth, managing 50+ initiatives a year across live events, program launches, campaigns, and organizational updates.
- Developed communications for leadership presentations, sensitive announcements, and change moments — helping leaders explain what was changing, why it mattered, and what people needed to do next.
- Created brand standards, editorial workflows, and reusable tools that helped a small team and volunteers communicate consistently.
- Coordinated internal and external messaging so high-visibility moments carried one clear story across channels.

Communications & Marketing Specialist | Epsilon Systems Solutions | 2010–2012

- Produced presentation decks, training materials, and stakeholder communications for government and commercial programs.
- Translated complex information into concise updates leaders could use to make decisions.

Communications & Visual Information Specialist | NAWCAD | 2008–2010

- Supported multimillion-dollar engineering programs, translating technical concepts into executive-ready communications, presentations, and visual frameworks.
- Worked in an accuracy-driven environment where discretion and sound judgment were essential.

AI-ENABLED COMMUNICATIONS

- Two years of daily, practical AI use: ChatGPT and Claude for organizing intake, unifying voice across multiple authors, accelerating first drafts, and synthesizing research — with human judgment on every final message.
- Prompt design and reusable workflow templates that turn one-off AI experiments into repeatable team practices.
- Experience bringing skeptical teams along: introducing AI assistance in ways that strengthen consistency without flattening the human voice.
- Prompt Engineering for ChatGPT — Vanderbilt University.

CAPABILITIES AND TOOLS

Communications: Internal communications, executive and C-suite communications, change communications, editorial planning, message architecture, writing and editing, executive presentations, speaker materials, live event communications, manager toolkits, training materials, cross-functional communications, crisis response

Enterprise platforms and collaboration: Workday, Microsoft 365 (Teams, SharePoint, Outlook, Word, Excel, and PowerPoint), Google Workspace, Slack, Confluence, Asana, Miro, and Keynote

Creative, web, and analytics: Adobe Creative Suite, Figma, Canva, WordPress, and Google Analytics

EDUCATION AND CERTIFICATIONS

- Cerro Coso Community College — Graphic Design Certificate; Marketing Certificate
- Google Project Management Professional Certificate
- Google UX Design Specialization
- Prompt Engineering for ChatGPT — Vanderbilt University