

HEIDI ATWAL

INTERNAL AND EXTERNAL COMMUNICATIONS DIRECTOR





HI, I'M HEIDI.

I am a storyteller and communications leader with experience spanning industries ranging from technology to entertainment.

As a seasoned communications strategist with razor-sharp writing skills, I develop impactful narratives that help companies make their mark and shape the culture of organizations. I bring the energy of a proactive creative and an empathetic communicator to every project, partnering with senior leadership to deliver inspiring messaging to employees and customers.

With a background in working with social impact and advocacy organizations, I value clients who embrace diversity, practice true inclusivity, and lead their businesses with integrity.

VALUES



1

EMPATHY

I believe our capacity to connect with others keeps us curious, dismantles deep-seated biases, and inspires change.

2

INTEGRITY

I strive to live in alignment with my core values, practicing honesty, trustworthiness, and accountability.

3

HEALTH

I prioritize the mental and physical health of myself and others. Health is crucial in order to show up as our fullest selves.

SERVICES

1

COMMUNICATIONS STRATEGY

- Strategic comms analysis and planning
 - Tailor content to audience needs
 - Establish objectives and measure impact
-

2

EXECUTIVE COMMUNICATIONS

- Skilled and trusted executive advisor
 - C-level ghostwriting
 - Script writing and speaking session production
-

3

STORYTELLING + CONTENT CREATION

- Writing/editing content for multiple platforms
 - Narrative and brand voice development
 - Multimedia production and agency management
-



APPROACH

Curiosity

Listen, learn, and hear directly from the experts/client while staying open-minded, and always keeping the audience in mind

Research

Dive into the challenge at-hand, drawing upon in-depth research from trusted sources and my own industry experience

Development

Construct a thoughtful, holistic communications strategy mapping back to core goals and values

Execution + Refinement

Craft engaging stories and a unique point of view with compelling content, collaborating with team members to refine the strategy and output as needed



180%

Increase in new marketing contacts
garnered from event YoY

433%

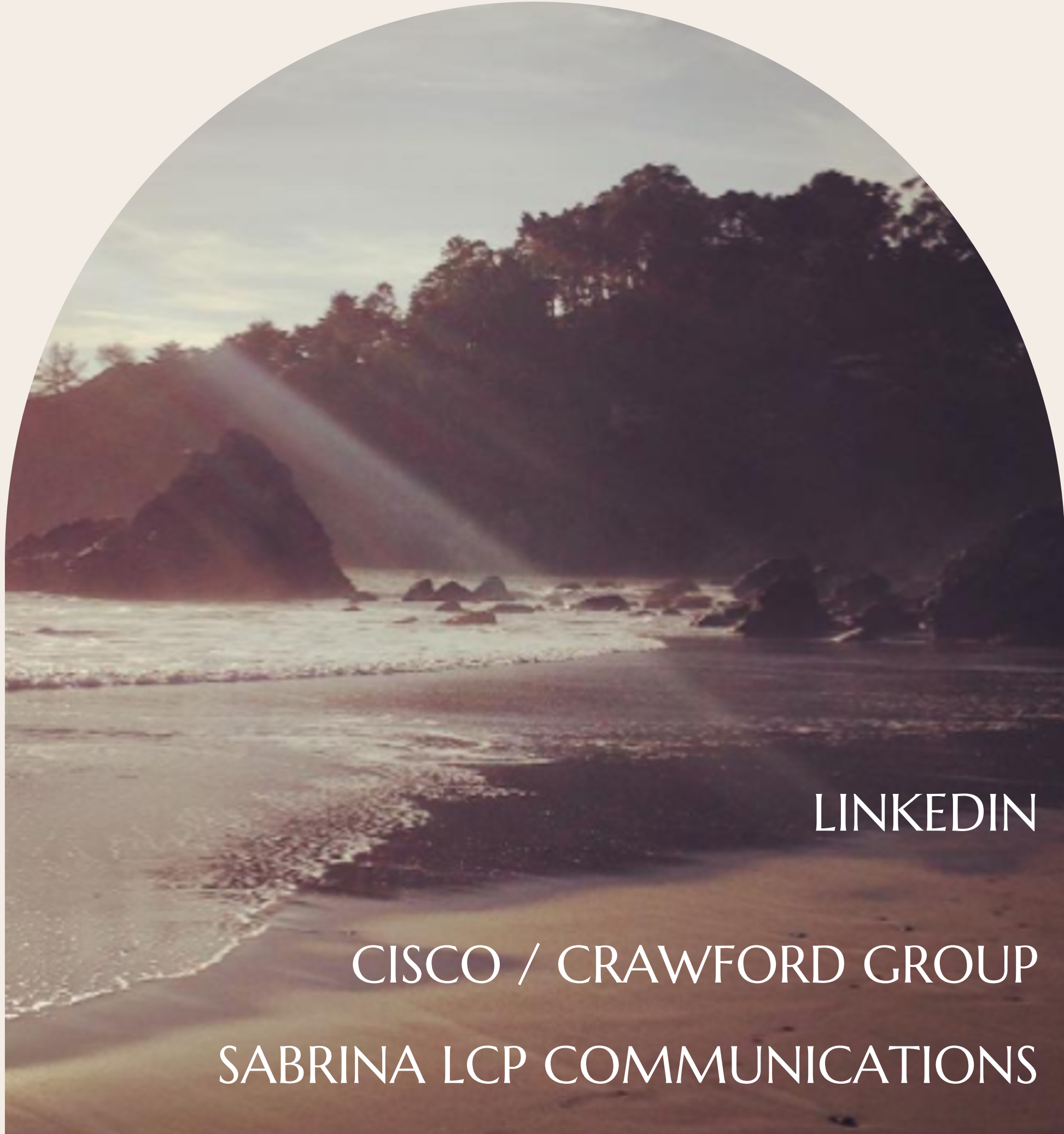
Increase in customer meeting booked,
enabled by executive and employee
communications

Tier 1

Press coverage in *The New Yorker*, *BBC
Click*, TechCrunch, ABC, and more

RESULTS





LINKEDIN

CISCO / CRAWFORD GROUP

SABRINA LCP COMMUNICATIONS

RECENT CLIENTS

- Own and lead communications strategy for internal Sales Kickoff, enabling leadership teams to communicate business-critical updates to employees
- Partner directly with leadership on original content; script content for internal leadership
- Internal communications and Audience Engagement lead for Industries event portfolio
- Leader of internal Industry Champions program, partnering with VPs to drive employee engagement
- Communications consultancy and PR advocating for inclusive workplaces, DEI, helping working moms unlock their full economic potential, and collaboration with VC firm

GET IN TOUCH

Heidi Atwal

Mobile: 323.332.7656

Email me directly at:
heidiatwal@gmail.com

Creative Portfolio and LinkedIn:
www.heidiatwal.com

www.linkedin.com/in/heidiatwal