Tina Samson

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PROFESSIONAL SUMMARY

Strategic partner who strengthens teams, connects dots across the organization, and helps leaders navigate complexity with humanity and intention (*Translation: I'm fluent in corporate buzz-speak and can turn it into real words and actions that people will understand and remember).* Personally and professionally dedicated to making life a little bit better and a little less difficult for my fellow Earthlings.

CORE COMPETENCIES

- Sustainability-Driven Strategy & Activation
- Omnichannel Comms & Marketing Integration
- Cross-Functional & Matrixed Leadership
- Data-Driven Decision-Making & KPI Management
- Integrated Campaign Strategy & Execution
- Commercial Calendar & Business Plan Alignment
- Change Leadership & Enablement
- Content Development & Facilitation

PROFESSIONAL EXPERIENCE

Communication Business Partner — Sustainability & Fulfillment
IKEA U.S., Conshohocken, PA ***May 2023 – Present***

Commercial Activation & Sustainable Living Strategy

- Co-chair the cross-functional Better Planet workgroup, connecting Marketing, Commercial, HFRD, Recovery, and Sustainability teams to align commercial, comms, and sustainability calendars.
- Lead strategy and omnichannel activation for the annual Earth Month Buy Back & Resell campaign, driving YOY sales growth of 306% (2024), 258% (2025), and 42% (2026) by scaling the customer promotion from 4 days (2024) to a full 30-day activation (2026), despite constrained budget.
- Partnered with the Social Impact team to revitalize the American Red Cross Customer Donation Matching campaign, redesigning in-store signage and CTA placement along the customer path and adding a checkout donate button in partnership with Marketing and Payments, resulting in a 68% YOY increase in donations (2026).
- Created the monthly Do Something Change Everything co-worker-facing sustainability newsletter translating KPIs, product callouts, and good examples into an easy-to-share format, reducing the burden on unit-level Sustainability Forums to source engagement content.
- Designed U.S. rollout of the global "Do Something Change Everything" sustainability platform by aligning sustainability topics to the existing U.S. Commercial Events calendar (e.g., pairing Kitchen & Bath events with water-efficiency messaging), securing built-in commercial budget and customer reach rather than requesting new investment
- Applied customer research from the IKEA U.S. Climate Week NYC OHOP panel (i.e., that sustainability messaging resonates most when positioned as a supporting message behind core value (e.g., affordability) rather than a standalone pitch) to reposition sustainability messaging across owned marketing channels for stronger commercial relevance.

Cross-Functional Influence & Capacity Building

- Directed U.S. strategy for ONE HOME, ONE PLANET and Climate Week NYC, resulting in 32% YOY attendance growth and 8,000+ organic LinkedIn engagements; advised IKEA France's Public Affairs team on applying the same stakeholder-alignment framework to their own market activation.
- Led strategy development to re-engage the U.S. IKEA Foundation Ambassador network to activate a national IKEA Foundation Week campaign, driving an 18.5% increase in awareness and 6% increase in pride sentiment (measured via I Share survey data).
- Informally matrix-managed 7 Fulfilment Unit Communication Specialists, designing and facilitating an annual three-day strategy workshop to align messaging, establish KPIs, and build growth plans.
- Chair the IDEA (Disability) CRG: built structure, accessible programming, and strategic alignment; developed the FY26 roadmap and designed micro-trainings now embedded in IKEA's formal leadership programs: 11% increase in engagement, 14% increase in membership.

Change Communications & Organizational Transformation

- Led change communications for the Evergreen fulfillment organization transformation; facilitated focus groups and produced communications packages translating global strategy into frontline clarity for 5,000 employees across 52 stores and seven fulfillment centers.
- Supported crisis and labor relations communications across high-stakes situations, including a distribution center fire, a union strike vote, and three fulfilment center closures; closed messaging gaps in real time and built reusable playbooks and templates to prepare future teams.

Comoto Family of Brands, Philadelphia, PA ***May 2014 – May 2023***

Communications & Community Relations Manager

Progressed from Junior Executive Assistant to Manager over nine years through consistent scope expansion and cross-functional leadership across e-commerce, fulfillment, and retail operations.

- ***Communications & Community Relations Manager*** *May 2022 – May 2023*
- ***Communications & Community Relations Specialist*** *Nov 2019 – May 2022*
- ***Corporate Giving Coordinator & Executive Assistant, Merchandising*** *Aug 2015 – Nov 2019*
- ***Junior Executive Assistant, Marketing*** *May 2014 – Aug 2015*

Change Communications & Organizational Transformation

- Managed internal communications for two acquisitions and mergers; prepared executive speaking points, press releases, scripts, emails, and FAQs for newly integrated teams.
- Unified five disparate brands under the 'Run As One' initiative, singlehandedly developing and executing the internal communications strategy to drive engagement and retention across 2,500 team members in 160 stores, three fulfillment centers, and a remote shared services workforce.
- Maintained employee trust during COVID-19 through timely, empathetic communications, including CEO ghostwriting and sensitive HR messaging during a period of rapid change.
- Led full lifecycle of Jostle intranet adoption; served as editorial lead spotlighting strategic priorities and employee impact: 73% platform engagement within 9 months of launch

Internal Community Building & DEI Leadership

- Managed a remote, five-member cross-functional team to develop Comoto's first ESG framework and annual report, coordinating across senior leadership through disruptive organizational change.
- Coached ERG leaders as a founding DEI Council member, helping them articulate their vision and build group momentum: 30% YOY increase in ERG participation
- Onboarded and mentored three Comoto Cares community liaisons, simultaneously building their professional skills and delegating local nonprofit partnership development to scale the program.

Community Relations & Philanthropy

- Grew Comoto Cares from a $14k program to $300k+ in annual impact over eight years: $1.2M donated · 3,000+ volunteer hours logged
- Built the marquee Ride for Kids partnership with the Pediatric Brain Tumor Foundation, raising $500k+ in its first two years; secured $100k+ in vendor sponsorships through a tiered pitch strategy and doubled event attendance through geo-targeted marketing campaigns.
- Evolved the nonprofit partnership model by implementing a DEI-informed grant application process for motorcycle-related charities, expanding reach to new rider segments while engaging ERGs.

French & English Teacher, Grades 8–12

Valley Forge Military Academy, Wayne, PA ***Aug 2011 – May 2014***

- Built foundational communication, facilitation, and coaching skills through classroom instruction and community programming, grounding a career in clarity, empathy, and human connection.

COMMUNITY & CIVIC ENGAGEMENT

Greater Philadelphia Corporate Volunteer Council, Co-Chair & Steering Member ***2016–2023***

- Led the GPCVC through the transition to the Philadelphia Foundation; earned 2021 CVC of the Year award; supported the launch of the Greater Philadelphia Regional Civic 50 by conducting outreach to small businesses with burgeoning CSR programs; *20% membership increase.*

New Leash on Life-USA, Career Readiness Instructor (Volunteer) ***2018–2023***

- Coached 70+ incarcerated participants in job readiness, mock interviews, and resume writing to support successful reentry.

EDUCATION & CREDENTIALS

Degrees:

- M.A., French Linguistics & Pedagogy, Middlebury College
- B.A., English & French, Temple University

Certificates:

- Corporate Sustainability, NYU Stern
- Materiality of ESG Factors, UPenn/Coursera
- Project Management Principles & Practices, UC Irvine/Coursera

IKEA:

- IKEA Leadership Fundamentals (2025),
- IKEA Advanced Facilitation (2026)
- Co-worker of the Month (April 2026)

SKILLS & TOOLS

- Proven ability to persuade and build commitment to the vision, mission, and goals of the company without using hierarchical power to get others to adopt a course of action.
- Well-honed public speaking skills, intentionally developed for a career as a teacher and enhanced over a decade of volunteer engagement, company presentations, and external speaking invitations.
- Creative mind that challenges the status quo and fosters unique approaches to executive communications and employee engagement.
- A 24/7 professional capable of juggling a diverse roster of projects, deadlines, and personalities at the same time, managing projects from inception through delivery with little oversight.
- Effective event planning & management, delivering inspiring outcomes on time and within budget.
- Microsoft Teams, SharePoint, Viva Engage, Copilot, PowerPoint, Excel; SysAid, Canva, Smartsheet, Confluence, Eventbrite, Zoom, Slack, Google Suite, Jostle, Claude (Anthropic)