Elizabeth Curwen

Reno, NV | (202) 329-6529 | elizabeth.curwen@gmail.com | linkedin.com/in/elizabeth-curwen

Strategic Communications and Program Leadership

Profile

Strategic communications and consulting leader with 20+ years of experience translating complex research, stakeholder needs, and business challenges into clear recommendations and implementation plans. Founded and led a seven-figure consulting practice. Brings recent experience building Snowflake SQL analyses, Excel Power Query data models, and deployed Streamlit applications for fulfillment operations. Combines executive counsel and persuasive writing with hands-on analytical problem solving.

Core capabilities

Communications strategy | Research synthesis | Audience insights and messaging | Executive counsel | Workshop facilitation | Program management | Cross-functional collaboration | Data analysis and visualization | Process improvement

Tools: Snowflake SQL, Streamlit in Snowflake, Excel Power Query, Tableau, PowerPoint, Word, HubSpot, Qualtrics, and AI-assisted research and development workflows

Professional experience

Chewy — Reno, NV | Operations Analysis and Process Improvement (Slotting Specialist)

September 2022 – Present

- Built an Excel Power Query capacity-planning model integrating Snowflake inventory, forward-pick capacity, reserve inventory, and peak demand forecasts into a SKU-level view; calculated days of forward-pick capacity to identify potential capacity gaps and support slotting decisions.
- Developed and deployed two Streamlit applications in Snowflake: a pending-order SKU lookup and a lost-inventory investigation tool, translating recurring operational investigations into accessible user workflows.
- Wrote SQL to reconcile warehouse records, investigate inventory discrepancies, and identify workflow constraints; resolved duplicate-record and join issues to improve the usability of operational analyses.
- Developed a critical-inventory proposal connecting leading indicators, dwell-time thresholds, and cross-functional accountability to address inventory available in the building but unavailable for picking.
- Translated operational findings into recommendations for senior leaders and trained colleagues at other fulfillment centers on slotting processes and specialized system tasks.

Diversity Works — Remote | Founder and Managing Partner

October 2017 – October 2024

- Built and led a seven-figure consulting practice advising executive teams on workforce strategy, organizational performance, and employee engagement; managed engagements from discovery through research, strategic recommendations, workshops, and implementation roadmaps.
- Developed the Diversity Dimensions Scorecard, a proprietary framework assessing 15 dimensions of organizational performance and culture, used with clients including Bi-State Development Agency, Longroad Energy, and AMS Fulfillment.
- Analyzed client-conducted interviews with approximately 50 Evolent Health leaders, coding responses across seven questions to identify patterns and inform engagement and retention recommendations; translated findings into a client-ready report and stakeholder validation process.
- Designed and launched the DEI Leader Network, including a resource library, training modules, practitioner guides, and monthly expert webinars; built marketing and client-acquisition infrastructure using HubSpot and digital content.

Curley Company — Washington, DC | Vice President Healthcare Practice

January 2016 – October 2017

- Led an integrated grassroots advocacy campaign supporting expanded insurance coverage for advanced breast cancer screening, coordinating website development, social media, celebrity partnerships, and third-party coalitions.
- Developed a multichannel communications strategy for cervical cancer screening guidelines, tailoring communications for medical, consumer, and policy audiences.
- Managed client relationships and concurrent deliverables from business development through engagement delivery and retention.

Outreach Strategies — Washington, DC | Vice President Campaign Strategy

June 2014 – January 2016

- Led communications strategy for an Environmental Defense Fund pollution and climate campaign, coordinating messaging across specialist media, opinion pages, social channels, and advertising.
- Developed a communications strategy for Pennsylvania clean-energy advocates, including a campaign microsite, surrogate letters to the editor, multimedia advertising, and social content.
- Created audience-specific messaging and stakeholder engagement plans for the Government of Guyana's low-carbon development strategy.

Spitfire Strategies — Washington, DC | Senior Project Director Children and Family Advocacy

December 2011 – June 2014

- Led strategic realignment for Monterey Bay Aquarium's Seafood Watch program, integrating strategic plans, consumer research, and staff insights into a shared theory of change, audience priorities, message platform, and outreach recommendations.
- Advised the Packard Foundation and its grantees on state-based advocacy campaigns related to Medicaid, CHIP, and SNAP; directed a digital strategy and social media learning collaborative.
- Developed a storytelling workshop and facilitated training in campaign planning and messaging frameworks.

Earlier experience

Senior communications and public affairs roles at Widmeyer Communications (Vice President), APCO Worldwide (Senior Associate, Issues Management), American Chemistry Council (Director of Public Affairs), John Adams Associates (Senior Vice President), and Nichols Dezenhall Communications (Senior Counselor).

- Led the American Chemistry Council's $25 million essential2 public education campaign and managed its Ogilvy agency team; developed an internal communications program supporting a network across 120 member companies.
- Built and managed a national partner network for the U.S. Consumer Product Safety Commission's Pool Safely campaign, coordinating advocates, custom materials, implementation tracking, and partner recognition.

Education

University of California, Los Angeles — BA, Geography and Environmental Studies
Cornell University — Certificate in Diversity and Inclusion

Board leadership

Friends of Kenilworth Aquatic Gardens — Past Board President
Woodley House — Advisor to the Board on Communications and Organizational Strategy