

Dawn Wotapka, MBA, APR

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Wall Street Journal reporter-turned-communications leader who drives executive visibility, media relations and strategic storytelling for global companies. With experience in newsrooms, agencies and corporate communications, I bring a journalist's eye for what makes a story compelling while building trusted partnerships with reporters and senior leaders. Most recently focused on AI and technology communications, translating complex topics into clear, engaging narratives. Member of Page Up and Mixing Board.

HIGHLIGHTED EXPERIENCE

Director, Communications

Honeywell International · Atlanta, GA | 2023–2026

- Owned global communications for Honeywell Building Automation, an \$8B segment focused on automation, SaaS and AI. Reported to the Chief Communications Officer and led a team of 12 communicators worldwide. Managed \$1M+ in external PR agency spend.
- Launched an AI team to integrate generative AI into external communications, driving adoption of ChatGPT, Claude and other emerging tools.
- Shaped communications and messaging strategy with the business unit CEO and senior leaders across investor relations, strategy, analyst relations, trade shows, internal communications and marketing — supporting organic growth that accelerated from 2% in 2023 to 8% in 2025.
- Built the business unit CEO's LinkedIn presence and executive communications program, traveling globally with the CEO to support media interviews.
- Led strategic communications for a \$5 billion M&A; transaction — the second largest in Honeywell's history — and a fire-safety acquisition.
- Transformed media relations strategy and operations, introducing reporter "concierge" assignments and a data-driven approach to top-tier and trade-media relationships — the organization's largest media-relations transformation in more than a decade, resulting in a 6% year-over-year increase in share of voice.

Senior Vice President - Financial and Professional Services

Hill & Knowlton (now Burson) · Atlanta, GA | 2021–2023

- Counseled senior leaders at Deloitte, BNY Mellon, Pershing, CAVA, Bloomberg, XPO Logistics, Etsy and other leading organizations on financial and corporate communications, investor relations, crisis, media relations and thought leadership. Managed and mentored a team of 10.
- Pursued and supported new business development, winning three new accounts generating \$500K+ in annual revenue.
- Drove media strategy that turned an ESG pitch into a Barron's print cover story, helping a banking client generate 40 media interviews during a routine annual conference.
- Developed and secured high-profile thought leadership placements in outlets such as CNBC.

Communications Manager - Corporate and Financial Communications

United Parcel Service (UPS) · Atlanta, GA | 2017–2021

- Led communications for warehouse, automotive and e-commerce sectors as the company sought to reshape how goods have been delivered for a century. Partnered cross-functionally with marketing, investor relations, social media and internal communications.
- Navigated high-stakes crisis issues and supported communications surrounding negotiations with the nation's largest labor union.
- Developed prominent announcements for corporate collaborations with CVS and Michaels and Saturday delivery; projects surpassed share-of-voice expectations.

- Major contributor to Unstoppable Spotlights, winner of a 2021 PR News award for Best Use of Video — 2.4 million impressions and 322,100 video views in two months.
- Mined shipping data to uncover newsworthy trends, driving record media coverage for Mother's Day and breaking placement records for National Returns Day.

Director - Media Relations and Social Media

Rally Point Media Strategies · New York, NY | 2015-2017

- Oversaw finance, technology and real estate clients. Media hits included The New York Times, Institutional Investor and the Dallas Business Journal. Prepared clients for appearances on CNBC and Fox Business.
- Launched the firm's social media presence; followers quickly topped 5,000, exceeding expectations.
- Led media trainings, including a session for 250, and content creation.

Staff Writer - Financial News

The Wall Street Journal · New York, NY | 2007-2014

- Covered publicly traded real estate companies for the nation's largest financial newspaper and website.
- Monitored and interpreted SEC filings (10-Ks, proxies, 8-Ks, annual reports), covered news and wrote feature stories. Utilized FactSet and Bloomberg to monitor stock movements.
- Broke blog traffic records with fun and quirky takes on the housing market — views topped 10M.

OTHER RELEVANT EXPERIENCE

- Writer, editor and consultant for BAI Banking Industries, ServiceNow, REIT Magazine, Kiplinger, CFO Dive, Best Money Moves, Long Island Business News, Corporate Board Member, News & Observer and AICPA.
- Wrote monthly investor letters for Cohen & Steers.
- Provided crisis communications counsel to Shea Homes.

EDUCATION

- Master of Business Administration (MBA) in Leadership — University of Georgia
- Master of Arts (MA) in Business and Economic Reporting — New York University
- Bachelor of Arts (BA) in Communication and Public Relations — North Carolina State University · Top Communications Graduate award

CERTIFICATIONS, AWARDS & MEMBERSHIPS

Lean Six Sigma Green Belt · Top Women in PR honoree · Harvard Business School certificates of specialization in Strategy, Innovation and Leadership & Management · PESO certified · IPR certificates in Strategic Communications and AI · PRSA & Ragan certificates in Change Management, Public Affairs, Crisis Communications, Reputation Management, Measurement, Internal Comms and AI · Member of Page Up, the Mixing Board, Atlanta Press Club and PRSA; serve on Page Up's Membership Committee · Studying for NIRI investor relations certificate · Prosci Change Management expected 10/26.

CORE SKILLS

Earned Media · Thought Leadership · Executive Coaching & Communication · Press Release Campaigns · Analyst Relations · Social Media · Corporate Affairs · Crisis Management · Internal & Marketing Communications · Change Management · Financial Acumen · AI · Media Relations · Stakeholder Management · Metrics - Meltwater, Cision & Muck Rack · Editing · Writing & Content