

ROSE BACA

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SUMMARY

Award-winning storyteller and communications leader with experience that translates across industries, spanning corporate communications, news publications, and omnichannel digital strategy. With a foundation in authentic, audience-focused communications, I translate complex initiatives into compelling, impact-driven narratives that strengthen engagement and relationships.

EXPERIENCE

Coface

2022 - present

Communications Manager, North America

- Lead internal and external communications and marketing across North America, including omnichannel digital strategy, leadership communications, employee engagement, product promotion, lead generation, and media relations.
- Manage regional communications initiatives through coordination of full- and part-time contractors, agency partners, vendors, and a Communications Specialist based in Mexico, overseeing priorities, quality, and delivery.
- Guide internal and external communications strategy for senior leadership, including organizational changes, executive town halls, thought leadership, and corporate press releases across the U.S., Canada, and Mexico.
- Generated \$1M+ in new business leads in 2025 through SEO optimization, web content strategy, paid search (Google Ads), and optimized product pages across U.S., Canada and Mexico websites in English, Spanish, and French Canadian.
- Surpassed 2025 social KPIs, achieving 161K+ organic impressions (6.7× annual goal), 1.7M paid impressions, a 40% engagement rate (3.3× target), and growing North America LinkedIn following to 39.7K (1.76× goal).
- Plan and execute annual high-impact events with broker partners, industry leaders and associations to strengthen key relationships and increase regional visibility.
- Implemented a unified Asana task-management workflow for combined Communications and Marketing teams, improving cross-functional collaboration, visibility, and prioritization.

Texas Christian University

Fall 2025 ✉️

Communications Consultant, short-term project

- Led digital strategy, photography, and videography for the donor-facing TCU College of Education magazine; a 23-page publication of original and curated content highlighting academic initiatives, research, and community engagement to strengthen donor connection and stewardship.

American Airlines

2019 - 2022

Visual Communications, Marketing and Digital Strategy

- Managed organic social and digital content for American Airlines brand channels, highlighting industry trends, employees, leadership, and business milestones; delivered top-tier growth, including 9,000% Instagram follower growth over two years.

American Airlines (Continued)

- Led internal communications strategy and content creation for enterprise-wide employee digital signage across corporate headquarters, 10 airport hubs, and 300+ global airport stations.
- Served as digital communications and marketing specialist for American Airlines Collaborated Cargo (\$1.3B business), driving internal and external communications strategy for web, social, and employee email channels.

The Dallas Morning News

2010 - 2019

Staff Photographer, Reporter

- Covered daily and breaking news, sports, features, food, and portrait assignments across print and digital platforms; collaborated with reporters and editors on long-form storytelling.
- Styled and photographed people and products in studio and on location, managing lighting, composition, and backgrounds.
- Earned multiple photojournalism honors, including a 2017 Pulitzer Prize Finalist (staff) award.

CORE SKILLS

- Communication Planning & Strategy
- Writing, Editing & Impact Storytelling
- Employee & Partner Event Planning & Promotion
- Executive Communication & Thought Leadership
- Email Marketing & Segmentation
- Cross-Functional Leadership & Project Management
- Digital & Campaign Strategy (Organic/Paid Channels)
- Lead Generation & Audience Targeting
- Web, SEO & Performance Analytics
- Organic & Paid Social Media Strategy
- AI-Enabled Workflow Optimization

EDUCATION

Southern Methodist University

Aug. 2025 - present

Digital Marketing Certificate, CAPE program

Texas Christian University

Fall 2009

B.S. News/Editorial Journalism, emphasis in photography

REFERENCES

Annie Lorenzana, Director of Corporate Communications, RealPage, Inc., 817-614-5441, annielorenzana@gmail.com
Michelle Makasini, Content Marketing Consultant, 817-915-7615, makasinigroup@gmail.com