DEEPTHI CAULIGI

Pearland, TX | 310-344-1352 | deepthicauligi@gmail.com | deepthicauligi.com | LinkedIn: Deepthi Cauligi

PROFESSIONAL SUMMARY

Communications professional with 10+ years of experience in internal, executive, and external communications, including agency PR for B2B technology brands, federal contract work supporting NASA, and in-house communications at Crown Castle. At Crown Castle, I owned the SharePoint Online intranet, built communications plans for finance, safety, and facilities teams, project managed quarterly all-hands meetings for 2,000+ employees, and planned, filmed, and edited 8+ videos. I turn complex topics into clear writing and video for employees, customers, and the public, and I use analytics and AI tools to keep communications effective.

CORE COMPETENCIES

Internal & External Communications • Writing & Editing • Intranet & SharePoint Content • Communications Planning • Leadership & Event Communications • Video Production & Editing • Social Media & Content • Media Relations • Project Management • Measurement & Reporting • Change Communications • Generative AI Tools

TOOLS

SharePoint Online, Cardiolog analytics, Microsoft Office & Teams • AI tools (Claude, Microsoft Copilot) • Adobe Premiere Pro, Photoshop, Illustrator • Canva

WORK EXPERIENCE

Crown Castle — Senior Communications Specialist

Houston, TX | February 2023 – February 2026

- Owned the company intranet on SharePoint Online, building sites as a trusted communications partner for several cross-functional teams, writing and curating 40+ articles, and overseeing the content calendar to maintain it as the organization's single source of truth.
- Served as dedicated communications lead for finance, safety, and facilities teams, developing 5-6 tailored communications plans annually with strategies, content, and channel recommendations to drive engagement and awareness.
- Project managed quarterly all-hands meetings for 2,000+ employees, aligning facilities, IT, and the external company that produced and streamed the content, while managing C-suite rehearsals and live Q&A on event day.
- Project managed the 12+ month intranet redesign, coordinating communications, IT teams, and external vendors to deliver all launch milestones on time.
- Planned, filmed, edited, and distributed 8+ videos, including leadership training content and finance earnings recaps.
- Led communications for the active shooter training launch, from goals and plan through tactics and assets, including a safety leader video, reaching 100% completion companywide, including the CEO.
- Supported employee survey launches through development of leader materials, survey coordination, and engagement tracking.
- Leveraged Cardiolog software to monitor SharePoint Online content metrics, using data to identify trends and continuously improve the intranet experience.
- Launched Safe and Sound Week across five SharePoint sites with content, graphics, and daily contests that drove participation, and headed the Employee Activity Committee, managing budgets and event logistics.

NASA / Ruiz Strategies — Communications Strategist

Houston, TX | July 2019 – February 2023

- Established the weekly newsletter 'The Gateway Talk' and the 'Faces behind Gateway' series for the Gateway Space Station Program.
- Interviewed principal investigators and published features based on their research aboard the International Space Station on NASA.gov, translating complex science into clear stories for general audiences.
- Developed videos and social content promoting Human Research Program (HRP) research, including NASA's first Instagram reel garnering 144K+ views.
- Published recruitment posts on NASA HQ LinkedIn, generating 200+ applications.
- Collaborated with NASA en español group to foster new partnerships as well as promote diversity and inclusion.

Nectar Communications — Senior Account Executive
Houston, TX | December 2017 – February 2018

- Served as the day-to-day client lead for Puppet Labs and Google Cloud Data & Analytics and Developer Tools communications teams.
- Drove all external communications activities, including media relations, speaking engagements, awards, and coordinated announcements.
- Developed and executed media strategy for Google Cloud customer case studies.

WE Communications — Senior Account Executive
Seattle, WA | January 2017 – October 2017

- Spearheaded the launch of Visual Studio 2017 securing over 180+ placements in top-tier business and technology publications.
    - Recognized as a "PR Rock Star" for successfully leading the launch of Visual Studio 2017.
- Handled reactive and proactive media inquiries, regularly prepared key C-level executives for speaking and media engagements, ensuring comfort with messaging and format to drive positive outcomes.
- Built and established relationships with key press like BusinessInsider, TechCrunch, InfoWorld, and GeekWire among others.
- Successfully project managed Microsoft's inaugural Digital Difference event from planning to execution resulting in over 50 press attendees and 70+ global media placements.

Weber Shandwick — Senior Account Executive
Houston, TX | August 2015 – October 2016

- Developed PR plans and story ideas for clients including MWCC, ARRIS, Verizon, ICSA Labs, Verisign, and Corning Optical Communications.
- Created press releases, media pitches, blog posts, and speaker remarks; managed product launches and media outreach.

Sparkpr — Senior Associate <- Associate <- Account Coordinator
San Francisco, CA | February 2013 – August 2015

- Provided media relations support, assisted with strategic planning and press release development for clients: BMC Software, Dropcam, Underwriters Laboratories, and Topsy Labs.
- Authored company blog posts, managed social media programs, and secured executive speaking opportunities at key conferences.

EDUCATION & CERTIFICATIONS

University of Southern California, Annenberg School for Communication and Journalism
Bachelor of Arts, Communication, 2008-2011
Change Management Professional Certificate, LinkedIn Learning, 2026