



DAWN WILKINS

Director of Employee Communications & Member Engagement

Employee Benefits

PRIOR EXPERIENCE

- New York Life
- Cigna
- Horizon Blue Cross BlueShield of New Jersey
- Aetna
- Brann Worldwide
- PricewaterhouseCoopers

Let's connect:

[DawnWilkins](#)
[@worldinsurance.com](#)



As Director of Employee Communications and Member Engagement, Dawn develops and deploys a wide range of strategic and tactical solutions designed to educate, communicate and enhance the overall benefits experience and drive employee engagement. She also plays a crucial role in assessing data and helping to formulate comprehensive communication strategies that promote health engagement and empower employees all through the year.

Expertise

Dawn is a trusted communications advisor, leveraging her thoughtful, strategic and creative designs to successfully develop and deploy effective employee communication strategies, messaging, and campaigns throughout her 25-year career. She leans on her 15 years of experience in marketing and advertising, her creativity and her passion for improving user experiences to develop tools and resources for employee benefits campaigns, education, and change management that drive engagement and help captivate audiences.

Prior to joining World, Dawn was a Group Operating Effectiveness Communication Lead with Cigna Group Insurance and New York Life. She succeeded in developing change management communications to help ensure clients, employees and claimants had the information they needed to minimize confusion, provide positive experiences and achieve operational readiness.

As Cigna's Marketing Communications Lead, she was instrumental in implementing a Delivery System Alliance, a new solution aligning with selected provider systems to help make health care more affordable and accessible. She developed strategies to help encourage enrollment, explain employee benefits and plan advantages, drive members to specific provider systems and provide positive customer experiences. She also worked closely with the health engagement team to analyze data and develop communications to help improve employee wellness and reduce costs.

Dawn was a member of Cigna's Individual & Family Plans Affordable Care Act launch team charged with entering the individual market. She devised plan documents and informational communications for brokers and individuals that outlined plan information and promoted solutions on the public and private health insurance exchanges, working closely with brokerage firms including Aon and Mercer.

Over the prior 15 years, Dawn strategized and provided creative solutions for advertising agencies, product development firms, and corporations. She managed the development of numerous educational resources, marketing materials and benefit plan documents for diverse companies, including Aetna and Horizon Blue Cross Blue Shield of New Jersey.

Education

M.A. Communications | University of Hartford, Connecticut

B.A. Visual Communications | University of Hartford, Connecticut