

KRISTA VONCANNON

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Content & Communications Professional with experience supporting a large, enterprise technology organization (1,600+ employees). Develops and delivers executive storytelling, presentation design, and multi-channel content across digital, print, and video for enterprise initiatives, programs, and applications. Translates complex technical concepts into clear, audience-focused messaging.

PROFESSIONAL OVERVIEW

Sysco Corporation | Houston, TX

DIRECTOR, TECH TALENT PROGRAMS

02/2026 - PRESENT

PROGRAM MANAGER, TECH TALENT PROGRAMS

04/2024 – 01/2026

Own and manage a portfolio of talent programs including early careers, career growth and development, recognition, and our labor strategy for Sysco's global Technology organization.

- Develop executive-level presentations and strategic proposals, shaping new initiatives and driving alignment across stakeholders.
- Build and execute communication plans, tailored communications, and content across multiple formats, including presentations, SharePoint pages, documentation, and additional digital content to support program delivery and engagement.
- Plan, manage, and execute annual global Tech Awards event across 12 locations, includes building proposals, project planning, cross-team collaboration, event marketing, and day of event facilitation.
- Promote global programs through storytelling on Tech Teams channel, showcasing program impact.
- Manage program roadmaps, timelines, and budgets across multiple concurrent initiatives.

Women+ in Tech (WIT+) Organization – Houston Chapter

FOUNDING BOARD MEMBER - MARKETING & COMMUNICATIONS

12/2025 - PRESENT

- Assembling the marketing function from the ground up, including establishing my team, defining roles and responsibilities, and helping to shape the future of the chapter.
- Shaping our brand, voice, messaging, and visual direction, ensuring consistency across all channels.
- Developing and executing content and communications across socials, email, and external communications to drive engagement and chapter growth.

CREATIVE LEAD, MARKETING & BRANDING

02/2022 – 04/2024

Designed and developed content and campaigns that strengthened the Technology brand, elevated engagement, and supported attracting top talent.

- Created executive presentations, including board-level, senior technology leadership (VPs and CISO), and townhall decks.
- Redesigned and launched Sysco Technology's Careers page (Figma + CMS) to strengthen the Sysco Technology brand, attract top technology talent, and improve the candidate experience.
- Designed and developed content to support Tech initiatives and events (including Hackathon), including communication plans, SharePoint sites, marketing collateral, in-product marketing and messaging, and audience-tailored communications across roles.
- Produced video content end-to-end, from concept and scripting through filming, editing, post-production, and promotion.
- Created targeted LinkedIn ads for Technology roles to attract talent to apply.
- Played a key role in the rebranding of the Technology organization, shaping messaging, content, and brand materials to support the rollout and ensure consistency.

DESIGN & DEVELOPMENT MANAGER & SCRUM MASTER

10/2015 – 02/2022

Led a team of 10 instructional designers while remaining hands-on in content creation, delivering enterprise-wide learning, communications, and knowledge management solutions for Sysco's 40+ business-critical applications. Supported new technologies, system enhancements, and process changes across multiple business functions including sales, merchandising, finance, HR, supply chain, Technology, and customer-facing systems.

- Designed and developed learning content across multiple formats including instructor guides, training materials, job aids, eLearning modules, process maps/diagrams, release notes, technical documentation, presentations, marketing assets (flyers, videos), and training communications.
- Reviewed and edited content across the team to ensure alignment with brand voice, style standards, and messaging, improving clarity, consistency, and audience relevance.

- Managed project planning and execution, including timelines, deliverables, and approvals, ensuring content and communications were delivered on time.
- Transformed 2,400+ pages of technical documentation into a structured, user-friendly web-based knowledge site (MadCap Flare), leading content design, site structure, and development while incorporating user research and feedback to improve usability and access.
- Led the development of 800+ ServiceNow knowledge articles, enabling self-service support and improving access to information across the organization, contributing to the organization’s shift from learning and development to knowledge management.

LEAD INSTRUCTIONAL DESIGNER

01/2011 – 10/2015

Designed and delivered blended training and onboarding programs to support Sysco’s enterprise applications, including large-scale SAP rollouts. Partnered with business leaders to translate process and system changes into clear, user-focused content that supported adoption and understanding.

- Developed content across multiple formats, including guides, eLearning modules, video simulations, job aids, toolkits, and classroom materials.
- Designed and delivered end-to-end content solutions, including learning plans, structured content, and multi-format materials to support enterprise initiatives.
- Facilitated business process design workshops and documented workflows across nine functional areas, ensuring alignment between process and training.
- Built and delivered onboarding programs for 50+ Food Safety Program Managers across North America, improving consistency and accelerating adoption.
- Served as LMS Catalog Administrator and Ancile uPerform Administrator, overseeing course lifecycle management, content governance, and system testing.
- Evaluated 250+ system changes each quarter to assess content impact, updated and aligned materials to reflect new features, enhancements, and fixes.

KEY COMPETENCIES

PROFESSIONAL SKILLS

Content Development & Management, Program Management & Strategy, Marketing & Branding, Learning & Development, Technical Expertise & Communication, Leadership & Innovation, Learning Management Systems (LMS), Project Management, Editorial Processes, Content Creation, Program Management, SAP Rollouts & Deployments, Employee Engagement, Internal Communications, Content Management Systems (CMS), Digital Marketing Strategy, Cross-Functional Collaboration, Global Onboarding Program Management, New Hire Integration & Retention, Style Guide Management, Strategic Thinking, Process Design, UX Design, Agile Methodology, Knowledge Management

TECHNICAL SKILLS

Content Development: Adobe Express, Ancile uPerform, Camtasia, Canva, Captivate, Confluence, Illustrator, MadCap Flare, Photoshop, Powtoon, Publicate, Publisher, ServiceNow (Knowledge), SharePoint, Snagit

Microsoft: Copilot, Excel, PowerPoint (Advanced), Teams, Word, Visio

Other: ChatGPT, iCIMS CMS, FigJam, Figma, Jira, LinkedIn, SmartSheet, Trello, Monday.com

EDUCATION, CERTIFICATIONS, & PROFESSIONAL ORGANIZATIONS

Bachelor of Business Administration (Cum Laude)	University of Houston, Downtown
Women in Technology (Houston Chapter) – Leadership Role, Marketing & Communications	Dec 2025 (2 year role)
Google Cloud Generative AI Leader Certification	In Progress – May 2026
Tech Leadership Development – Leading with Courage (6-month Program)	Completed 2024
ITIL4 Certification	Completed 2021
Advanced Certified Scrum Master	Completed 2019