



About Cheryl Farrell



Raised in South Los Angeles, the impact of those early years informs my professional work in communications and volunteerism. I have been Vice President of diversity at a major bank; TV personality “Clue Crew” member on the quiz show *Jeopardy*; independent communications consultant to corporate clients in healthcare, public utilities, and more.

Internal (Employee) Communications

As a communications strategist and writer, I design storytelling campaigns. I develop and execute programs with measurable outcomes to help organizations meet their objectives. Translating complex information is a specialty that makes messages accessible and actionable. My deep-rooted care for others creates long-lasting relationships with company leaders and employees. I have a master’s degree in Communication Management from USC and a bachelor’s degree in Economics from UCLA. I hold accreditation in change management from [AIM](#) (*Accelerating Implementation Methodology*).

Storytelling

Engagement through storytelling is the hallmark of my career. Storytelling venues in which I’ve appeared include [KPCB Unheard LA](#) (NPR) and The Story Salon (North Hollywood). Since 2012, I have delivered more than 50 stories that range in topics from surviving California forest fires to caring for a stray cat, “Farrell’s Feral.” I bring insight to the human condition in stories and I enjoy helping others bring their story to life. That is why I created *Pop-Up Storytelling* for Organizations to enhance human interaction and diversity and inclusion.



Art for Advocacy

I am a volunteer fundraiser for cancer research at the City of Hope and a parent advocate for Juvenile Diabetes Research Foundation (JDRF). I am a singer, [button artist](#) and [Pinterest](#) enthusiast. I am a wife and mother of two accomplished young adults. And, I am person of faith. Creative advocacy applies to nearly every aspect of my life and produces messages that make a difference.

To learn how I can assist your organization, contact me at cheryl@cherylfarrell-communications.com