

Marissa Fezzey

Executive Culture & Engagement Strategist

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I help organizations move from cultural intention to cultural reality — through leadership alignment, storytelling, and the systems and expectations that make culture stick. I've built and led teams on both sides of this work: creative teams that shape how culture shows up through communications and storytelling, and an organizational listening function that translates employee data into strategic recommendations. My approach is grounded in design thinking and AI-enabled workflows.

Experience

Rocket Companies/ Executive Culture & Engagement Strategist

FEBRUARY 2024 - PRESENT, DETROIT, MI

Serve as enterprise culture strategist, partnering directly with the Founder, Chairman, and CEO on cultural identity, narrative systems, and behavioral alignment across a 20,000+ person organization

Led a decade-long editorial and authorship partnership with the Founder on the ISMs — Rocket's defining cultural publications — including the current authorship reset, digital experience strategy, and AI-driven content system

Architected the Moments that Matter strategy: convened 30+ cross-functional leaders across HR, Marketing, Product, Events, and Learning to map three large-format team member journey maps, then synthesized findings into a priority/impact framework that restructured the entire values activation body of work

Designed and delivered post-acquisition ISMs Day as a leadership activation platform for 300+ senior leaders — achieving 90%+ favorability and confidence in applying values to daily decisions

Led Talent Value Proposition development in partnership with Marketing and HR leadership — conducting research with prospective and current team members to define what makes Rocket distinctive in the talent market

Present executive-level culture briefings to the C-Suite, CEO, and Chairman on a regular basis

Spearheaded post-acquisition culture integration strategy, aligning values and rituals across an expanded workforce

Rocket Companies / Senior Manager Organizational Engagement

OCTOBER 2021 - FEBRUARY 2024, DETROIT, MI

Led the Organizational Engagement & Listening team — owning the data infrastructure, methodology, and analysis behind how the company understood employee experience across 20,000+ team members

Translated listening data into rigorous, actionable recommendations for

business areas and the global organization — connecting what employees said to what leaders needed to change

Directed enterprise culture programs including the ISMs book and orientation experiences reaching thousands of team members annually

Applied design thinking to completely redesign the 4-day onboarding experience — earning 98% favorability from team members at a moment of rapid organizational growth

Drove culture OKRs to increase organizational alignment, accountability, and transformation

Conducted cultural analyses and workforce trend studies to identify systemic risks, opportunities, and emerging organizational patterns

Rock Family Office / Creative Director

AUGUST 2017 - OCTOBER 2021, DETROIT, MI

Founded and led Rock Creative Team — an internal multidisciplinary creative agency supporting culture, communications, and strategic business initiatives

Served as sole creative lead for Rocket's IPO: developed the cultural narrative, S-1 creative direction, investor presentation system, and roadshow communications — operating under full confidentiality while leading the creative organization

Partnered with the Founder and Chairman on culture strategy, presentations, and business development

Spearheaded company-wide talent brand overhaul, aligning employer brand and employee experience

Education

The New School, Parsons School of Design / Master of Science Strategic Design for Global Executive Leadership

JULY 2020 - DECEMBER 2021, PARIS, FR

Independent Study: Application of Design Thinking on Organizational Culture

Wayne State University / Bachelor of Fine Arts Graphic Design, Business Minor

DETROIT, MI

Participated in International Business Seminars across London, Amsterdam, Paris, Heidelberg, and Geneva.

Certificates

Prototyping with AI, IDEO U

(In progress)

Developing advanced proficiency using AI to bridge the gap between initial concept and functional prototype. Focused on purposeful experimentation, iterative feedback loops, and maintaining creative intent within automated workflows.

Diversity, Equity and Inclusion Certificate for HR, eCornell

SEPTEMBER 2025

Identify, develop, and support HR initiatives for diversity and inclusion that can improve not only the organization's culture but also its success.

Culture Design Masterclass, Fearless Culture

AUGUST 2022

Map, assess, and transform team and company culture to design more meaningful and impactful workplaces

Goethe Institut, Munich, Germany

MAY 2019

German Language Studies: 2 week B1 super intensive course, B1 Certification

Disney College Program, Orlando, FL

Internship program participant, studying company cultures & processes Creativity & Innovation Course participant

Skills

Organizational Culture & Values, Employee Engagement, Human-Centered Design, AI Augmented Prototyping, Storytelling, Facilitation, Service & Systems Design, Program Strategy, Inclusion, Leadership, Miro, Adobe Creative Suite

Thought Leadership

Employee Experience Board - Member

Guest Lecturer - University of Michigan

