

## PROFESSIONAL SUMMARY

I stamp out boring business communications. As a digital media veteran, I identify compelling stories and tell them in a way that drives results like employee engagement. Executives trust my advice on emerging communications technologies and know that I can help them shine in any forum, from blogs to videos to presentations. Trained as a journalist, I bring standout writing skills to any role.

## SKILLS & EXPERTISE

- Internal communications
- Communication strategy
- Content strategy
- Collaboration with senior executives
- Digital media
- Employee engagement
- Writing (blogs, articles, scripts, presentations, meeting content, executive bios, announcements, recognitions)
- Ghostwriting
- Trend-spotting
- Editing
- Media knowledge & appearances
- Research & analysis
- Event production
- Measuring success of communications efforts

## HIGHLIGHTED EXPERIENCE

### AT&T - 2001-present

In varied roles, I've used my strengths – writing, tech knowledge, adaptability – to improve online results and support AT&T's shift to a digital company.

#### Key accomplishments

- Consistently raised Employee Net Promoter Scores, including a 35% year-over-year increase in 2016.
- Increased Culture Survey scores in 2016 by 11 points YOY. Improved all percentile benchmarks for empowerment (from 44th to 53rd percentile), trust & transparency (61st to 68th) and borderless collaboration (25th to 77th).
- Wrote nomination essay that resulted in 2017 Women in Tech Award for Chief Digital Officer Teresa Ostapower.
- Key player in integration of messaging through a series of acquisitions (SBC, BellSouth/Cingular, DIRECTV and Time Warner).
- Contributed to top two videos in AT&T's Customer Experience video series.
- Created section of links ("Looking for more?") on att.com home page in 2010 that remains in place today.
- Managed Usability Audit and Review sessions with ForeSee that formed basis for a large site simplification project in 2012.
- Managed AT&T's original SEO program, which increased overall visibility and Page 1 rankings YOY.
- Designed and built dashboard focused on Willingness to Recommend scores visibility, which was shared with leadership team daily.
- Managed content team that was key player in SBC/Yahoo! Alliance.

### AT&T Roles

#### Communications Manager - Digital Experience - 2012-present

I stepped into a role created for me on the Digital Experience team, the group responsible for att.com, the myAT&T mobile app and other digital properties.

#### Employee Engagement and Satisfaction

My main mission is developing and executing a communications strategy to boost employee engagement and satisfaction. Net Promoter and Culture Survey scores demonstrate my success.

- Arrange Ask Me Anything sessions with leadership.
- Serve as Selection Chair for quarterly Service Excellence Awards.
- Manage internal suggestion program. Procure feedback from business units and loop back to submitter.
- Write stories about team successes shared across company and beyond.
- Originated easy-to-use email digest to keep team members engaged and informed, along with a weekly industry news roundup.

#### Executive Communications Support

- Support Chief Digital Officer and 8-10 direct reports with internal and external communications. Prepare executives for conference appearances, town hall meetings and media interviews.
- Wrote blog posts for executives that appeared in AT&T's Innovation blog and The Huffington Post.

### **Website Manager - 2007-2012**

I delivered strategic research that supported AT&T's online efforts in sales, account management, development and design. I also became the go-to person to investigate and recommend a path forward on emerging technologies, including social media and search engine optimization.

- Defined critical studies and analyzed industry best practices, from one-off requests to recommendations across divisions.
- Managed strategic projects and maintained associated calendars and roadmaps.
- Developed 2012 Contingency Plans to reduce costs and push activities online in the event of a work stoppage.
- Organized communications for cross-functional team fighting fraud and malware. Developed SharePoint site. Organized requests forms.
- Served as departmental point of contact for internal audit to ensure compliance with regulatory and documentation requirements.

### **Senior Business Manager - 2001-2007**

- Identified key content needs and the strategy for managing key content for customer-facing website portals, self-service sites and Internet connection kits distributed to new DSL/Dial service customers.
- Managed content strategists responsible for Prodigy.com customer portal and online forums.

### **Freelance Writer on Innovation and Sports, 2007-present**

These projects hone my storytelling skills as I explore my interest in the intersection of technology and sports. Portfolio at [jeffbeckham.contently.com/](http://jeffbeckham.contently.com/).

- Print and online bylines in Wired (47 stories), Texas Monthly (22 stories), Sports Illustrated, The New York Times, Slate and Deadspin.
- Selected by Wired to write kickoff stories for two major series.
- Wrote most popular sports post on Wired.com in April 2012 ("Analytics Reveal 13 New Basketball Positions").
- Promoted stories on Spike TV and the statewide public radio program *Texas Standard*.

## **THOUGHT LEADERSHIP**

### **South by Southwest Interactive**

I've been involved since 2006 with SXSW, one of the world's largest tech conferences, with increasing levels of responsibility.

- As an Advisory Committee Member since 2014, I've provided trusted insight and advice on programming and events. I vet 200+ applications for SXSW presenters annually.
- Since 2006, I have coordinated, recruited speakers for and/or spoken at sessions on topics including sports innovation, online accessibility, 3D printing and design. Full panel list at [linkedin.com/in/jeffbeckham/](http://linkedin.com/in/jeffbeckham/).

### **Guest Speaker**

- The University of Texas at Austin School of Journalism, 2014
- American Advertising Federation - Lake Charles, Louisiana, 2008

## **EARLY EXPLORER IN DIGITAL MEDIA**

I was in the vanguard of communicators making the leap to digital content. I embraced emerging technology and guided my employers in adopting new tools.

### **Senior Manager of Content Strategy - Scient, 2000**

- Recruited to one of the first Internet consulting firms to guide online content development for outdoor recreation startup.

### **Managing Editor - Cox Interactive Media, 1997-2000**

- Shaped editorial content and managed technical delivery of niche lifestyle site, greatoutdoors.com. Managed section editors and writers.
- Key player in integration and expansion of site content and reach after acquisition of gowest.com.
- Managed partnerships with VeloNews.com and Outdoor Life Network, including webcasts, live event coverage and TV/web productions.

**ADDITIONAL EXPERIENCE** - My traditional media and publishing roles are listed at [linkedin.com/in/jeffbeckham/](http://linkedin.com/in/jeffbeckham/).

## **EDUCATION AND PROFESSIONAL DEVELOPMENT**

### **Bachelor of Journalism - University of Texas at Austin**

- Associate Sports Editor, Daily Texan newspaper

### **Capabilities Evolution Training - AT&T**

- Harvard ManageMentor courses on writing, presentations, collaboration, customer focus, leadership and team creation.