

## PROFESSIONAL SUMMARY

I thrive in a fast-paced environment where I can use my communications experience, lead strategically and collaborate on complex projects with big impact. Executives trust my advice and I help them shine in any forum. I'm no stranger to the big stage: I've spearheaded innovative business solutions for a Fortune 10 company, and my work has appeared in Wired and The New York Times.

## SKILLS & EXPERTISE

- Content strategy
- Content marketing
- Communication strategy
- Executive communications
- Executive strategy presentations
- Video script writing
- Blog writing
- Project management
- Competitive analysis
- Cross-group collaboration
- Defining the brand voice
- Media knowledge & appearances
- Research & analysis
- Data-driven decision-making
- Problem-solving

## HIGHLIGHTED EXPERIENCE

### AT&T - 2001-2017

In an environment of constant change, I leveraged my strengths – communications, creativity and collaboration – to support AT&T's digital transformation.

#### Communications Manager - Digital Experience - 2012-2017

I stepped into a role created for me as the marketing and executive communications lead for AT&T's Digital Experience team. I promoted the accomplishments of the 2,000-person division, whose work included att.com and the myAT&T mobile app. My main audience was the 300,000-member workforce of AT&T.

- 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 essays that resulted in two major 2017 awards for Chief Digital Officer Teresa Ostapower: Top 50 Most Powerful Women in Technology (National Diversity Council) and Women Worth Watching in STEM (Diversity Journal).
- Originated easy-to-use email digest to keep team members engaged and informed, along with a weekly industry news roundup.
- Supported the Chief Digital Officer and 8-10 direct reports with internal and external communications. Coached executives for conference appearances, town hall meetings and media interviews about AT&T's digital transformation.
- Key player in integration of messaging through a series of acquisitions (SBC, BellSouth/Cingular, DIRECTV and Time Warner). Worked with executives to determine the key talking points and then tailored that message to specific departments.

#### Website Manager - 2007-2012

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

- Created section of links ("Looking for more?") on the att.com home page in 2010 that remains in place today.
- Managed Usability Audit and Review sessions with ForeSee that led to a large site simplification project in 2012.
- Managed AT&T's original SEO program, which increased overall visibility (17% ), Page 1 rankings (41% ) and conversions from search referrals (6% ) within a year.
- Designed and built dashboard focused on Willingness to Recommend scores visibility, which was shared with leadership team daily.

#### Senior Business Manager - 2001-2007

I managed a team of content strategists that was a key player in the SBC/Yahoo! partnership and the brand transition from Prodigy to SBC.

- 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 customers.
- Designed and built the Customer Experience Metrics Scorecard, which isolated user experience issues and prioritized work to align with business goals.
- Managed content strategists responsible for Prodigy.com customer portal and online forums.
- Hired and managed summer interns.

### **Scient - 2000**

Hired to shape the then-emerging field of content strategy for one of the first Internet consulting firms.

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

I implemented online content development for an outdoor recreation startup.

- Managed the creation, delivery and governance of useful, usable content, from navigational elements to feature stories.
- Delivered clear, relevant content that matched business goals and user aim.

### **Cox Interactive Media - 1997-2000**

I created editorial content and managed technical delivery of a niche lifestyle site, [greatoutdoors.com](http://greatoutdoors.com).

### **Managing Editor - 1997-2000**

I managed section editors and writers covering outdoor sports and recreation in one of the first online specialty magazine products.

- Key player in integration and expansion of site content and reach after acquisition of [gowest.com](http://gowest.com).
- Managed partnerships with [VeloNews.com](http://VeloNews.com) and Outdoor Life Network, including webcasts, live event coverage and TV/web productions.

## **INDUSTRY THOUGHT LEADERSHIP**

### **South by Southwest Interactive, 2006-present**

I've been an active influencer for SXSW, one of the world's largest tech conferences, with increasing levels of responsibility.

- As an Advisory Committee Member, provide trusted insight and advice on programming and events. Vet 200+ presenter applications annually.
- Coordinate, recruit speakers for and/or speak at sessions on topics including innovation, online accessibility, 3D printing and design. Full panel list at [linkedin.com/in/jeffbeckham/](https://www.linkedin.com/in/jeffbeckham/).

### **Publications, 2007-present**

These writing 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 top publications, including *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 via state and national radio and TV appearances.

## **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.