

BUSINESS STORYTELLER SPECIALIZING IN TECH + BUSINESS

Throughout my career, I've honed an instinct for creative and engaging storytelling, no matter the format. My #1 priority with each project is to ensure that the audience comes away with clear information they can immediately use. Along the way, I've also demonstrated a knack for trend-spotting and finding fresh and compelling ways to tell a story.

WORK HISTORY

The Zebra

Managing Editor

2018–2019

I owned content strategy and brand development for the nation's most comprehensive comparison website for car insurance quotes. I set the vision, execution, and delivery model for the content team. I led all brand editorial initiatives and drove the ideation and creation of high-quality content.

- Developed brand voice guidelines for use in everything from customer-service text messages to long-form stories.
- Created editorial strategy, editorial calendar, and distribution strategy to support business and marketing goals.
- Translated complex ideas and research on car insurance, transportation, and other topics into plain language.
- Conceived and produced deeply reported, data-driven stories that included interviews with top thought leaders.
- Collaborated with designers, photographers, videographers, and SEO team to maximize impact of stories.
- Provided thought leadership content for executive team and ghostwrote company's top post on LinkedIn.
- Posted to company social media accounts and promoted The Zebra's content on personal accounts.

AT&T

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 to the 300,000-member workforce of AT&T and to other audiences.

- Edited and wrote content that consistently raised Employee Net Promoter Scores, including 35% year-over-year increase in 2016. Increased Culture Survey scores in 2016 by 11 points YOY.
- Organized town hall meetings and webcasts; coached executives for conference appearances and media interviews.
- Originated easy-to-use email digest to keep team members engaged and informed, along with weekly industry news email roundup.
- Supported Chief Digital Officer and 8-10 direct reports with internal and external communications on AT&T's digital transformation.
- Created features on HuffPo and YouTube that led to CDO being chosen as 2017 STEM Award Winner by Women Worth Watching.

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 as the go-to person to investigate and recommend a path forward on technologies including social media and search engine optimization.

- Managed AT&T's original SEO program, which increased overall visibility (17%), Page 1 rankings (41%), and conversions from search referrals (6%) within one year.
- Created section of links ("Looking for more?") on att.com home page in 2010 that remains in place today.

Senior Business Manager

2001–2007

- Managed content strategy team that was key player in partnerships and brand transitions.
- Led creation of website portals and self-service sites that improved customer experience.

Scient

Senior Manager of Content Strategy

2000

- Established brand voice and coverage areas for outdoor recreation startup.
- Collaborated with designers, information architects, and project managers in fast-paced environment.
- Managed creation, delivery, and governance of content, from navigational elements to feature stories.

Cox Interactive Media

Managing Editor

1997-2000

- Established editorial calendar, editorial guidelines, quality standards, and brand voice for greatoutdoors.com.
- Conceived ideas for written, visual, and video content.
- Edited and managed technical delivery of all content.
- Led section editors and writers and collaborated with designers and developers.
- Key player in integration and expansion of site content and reach after acquisition of gowest.com.
- Managed brand partnerships with VeloNews.com and Outdoor Life Network, including webcasts, live event coverage, and TV/web productions.

THOUGHT LEADERSHIP

Freelance Writer

2007–present

My freelance work allows me to explore my passions, including technology, design, and sports. Through talking to fascinating innovators, I've honed my ability to identify a great story and to tell it in a way that connects with the target audience.

- Print and online bylines including *Wired* (47 stories), *Texas Monthly* (22 stories), *Sports Illustrated*, *The New York Times*, *Slate*, *Deadspin*, *Cognitive Times*, and WABE (NPR Atlanta).
- Collaborate with designers, videographers, and others to translate stories into different formats.
- Portfolio at jeffbeckham.contently.com/.

South by Southwest Interactive

2006–present

- As Advisory Committee Member, vet 200+ presenter applications annually against rigorous standards.
- 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/.

EDUCATION + PROFESSIONAL DEVELOPMENT

Bachelor of Journalism – University of Texas at Austin

- Associate Sports Editor, *The Daily Texan* newspaper

Continuing Skills Training + Certifications

- Social Media Marketing Certification – SO ME Academy (January 2018)
- Marketing Communications, Writing Marketing Copy, Creative Pro Careers – Lynda.com (January 2018)

Capabilities Evolution Training – AT&T

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

SKILLS + EXPERTISE

- Editing + proofreading
- Editorial strategy
- Communication strategy
- Internal communications
- Executive communications
- Cross-group collaboration
- Identifying story ideas
- Reporting and interviewing
- Writing for multiple platforms
- Long-form + short-form content
- Content distribution
- Collaboration with designers, photographers, videographers
- Media knowledge + appearances
- Research + analysis
- Social media