



JEFF BRODY

CREATIVE COMMUNICATOR

I'm an award-winning, experienced communications professional with a knack for quickly turning complex, even convoluted, concepts into beautiful, easy-to-consume content. I have a bias towards execution and love rolling up my sleeves and delivering creative tactics that get results. I have exceptional writing and editing skills, and I'm passionate about telling engaging stories through writing, design and video.

CONTACTS

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PORTFOLIO

jeffbrody.com/portfolio

EXPERTISE

- Writing
- Editing
- Graphic design
- Video production
- E-learning design
- Newsletter management
- Employee communications
- On-camera talent
- Channel management
- Sports management
- Innovation
- HTML and web design

INTERESTS



WORK EXPERIENCE HIGHLIGHTS

- 2007-Present USAA**
Lead Communications Director
 Highlight: Create intranet content that informs, inspires, and aligns employees across the enterprise. Provide strategic internal communications counsel to executive clients.
Bottom line: 40,000 employees get their daily news from my content
- 2000-2007 Spurs Sports & Entertainment**
Director of Marketing, Internet and New Media
 Highlight: Directed all aspects of the organization's web sites with an emphasis on creating a continuous engine of engaging content. Managed four employees and departmental budget.
Bottom line: Increased online ticket sales by 166% to \$32M in 2007
- 1996-2000 AT&T**
Associate Director of e-Business
 Highlight: Created and curated consumer product content on SBC-branded Telephone Company web sites. Wrote copy, developed promotions, and designed graphical elements.
Bottom line: Tripled content production over five sites in 2000

EDUCATION

- 1993 Master of Arts, Business Communications**
Emerson College - Boston
- 1991 Bachelor of Arts, Psychology/Advertising**
University of Texas - Austin

SOFTWARE SKILLS

Photoshop	██████████	Storyline	██████████
Final Cut Pro	██████████	Slack	██████████
Illustrator	██████████	Vyond	██████████
PowerPoint	██████████	Acrobat	██████████
Audition	██████████	HTML	██████████

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WORK EXPERIENCE DETAILS

2007 - Present



USAA

Lead Communications Director – Employee Communications

- Create and publish content on *Connect*, the daily intranet site designed to inform, inspire, and align nearly 40,000 employees across the enterprise.
- Write and edit articles, design graphics, and produce video, balancing client needs with creative strategy, while ensuring adherence to brand guidelines and AP style.
- Provide strategic internal communications counsel and advice to executive clients and stakeholders, leveraging data and usage insights to help influence and deploy the most effective communications tactics.

Lead Business Advisor – Property & Casualty (P&C) Modernization

- Supported P&C's \$2.1B Modernization portfolio by providing creative communications design tactics including digital, video, infographics, interactive documentation, and presentations.
- Created first-ever "#notlame" animated video series – *Claims ModDonna*, a superhero who informs the Claims audience about key messaging along the Claims Mod journey.
- Built P&C Mod internal website from the ground up in less than 90 days, providing the enterprise with interactive timelines, key milestones, demo videos, and other information.
- Managed team of three new-hire designers, assigning work and providing guidance on onboarding, branding, strategy, design, culture, and process.

Senior Creative Designer – USAA Labs

- Developed and managed content on the public side of *usaalabs.com*, including videos, podcasts, and written articles on a variety of innovative and tech-focused topics. Ensured risks associated with business activities were effectively mitigated. Coordinated reviews with control partners to ensure content was compliant and intellectual property was protected.
- Managed editorial calendar and published *The Petri Dish*, a bi-weekly e-mail newsletter distributed to USAA Labs employees, business partners, and other internal stakeholders.
- Supported department leadership with presentation design, video, and infographics, including the technical aspects of production such as camera, sound, lighting, Photoshop, Audition, After Effects, and Final Cut Pro.

Managing Editor – Corporate Communications

- Managed day-to-day operation of company's intranet content. Supervised a small but mighty team of editors and writers to create news and feature stories and other content.
- Produced and hosted *Take 2*, a lighthearted weekly video show that provided a humorous recap of the week's company news and events, resulting in a 120% increase in intranet consumption year-over-year.
- Innovated the news channel to provide new features that engage employees beyond traditional written content, such as poll questions, online pledges, giveaways, and live blogging, resulting in a 300% increase in employee engagement during live events.
- Provided social media video and event coverage for the first time in USAA's history at the Army-Navy game and other sponsored events. Managed social media and live webcast programs on *usaa.com* that resulted in \$200 million in revenue from 2008-2010.
- Edited news and advice content on *usaa.com*, which drove same-session product acquisition of \$87 million in 2008.

2000 - 2007



Spurs Sports & Entertainment

Director of Marketing – Internet and New Media

- Directed all aspects of the organization’s major websites – including spurs.com, sasilverstars.com, sarampage.com, attcenter.com – with an emphasis on creating a continuous engine of engaging and informative content. Managed four employees and departmental budget.
- Created a continuous content engine for official team information including exclusive interviews with players and coaches, locker room videos, behind-the-scenes tours, and much more, designed to increase interest in the team and help drive sales.
- Exceeded site revenue goals with more than \$32 million in annual online ticket sales, an increase of 166% year-over-year. Generated an additional \$500,000 annually in online ad sales.
- Created spursclearance.com, an online retail operation which generated more than \$100,000 in new revenue in its first year by selling surplus team merchandise.
- Finished 2005 and 2007 ranked first in page views and site visits out of 30 NBA team sites, despite San Antonio’s rank as only the 25th largest media market.
- Managed e-mail marketing campaigns, including Inside the Huddle, sent to more than 300,000 fans, generating more than \$4 million annually in direct ticket sales.
- Built attcenter.com and sarampage.com from the ground up and deployed content management tools to facilitate updates. Directed major site redesigns.

1996 - 2000



AT&T

Associate Director of E-Business

- Managed hyper-localized consumer product content on AT&T-branded web properties – att.com, swbell.com, swbell.com, ameritech.com, snet.com.
- Wrote copy, created promotions, and designed graphical elements.
- Served as company spokesperson in local media interviews, press announcements, and other public relations activities.

1993 - 1996



San Antonio Sports Foundation

Communications Manager

- Administered communications and public relations programs. Managed key operational areas, including \$350,000 Olympic Youth Development program, annual Hall of Fame Tribute gala, bid development, and event logistics. Wrote press releases and coordinated special events.
- Developed a multimedia public relations plan for the 1995 U.S. Senior Olympics, a \$25 million national multi-sport competition for athletes 50 and over.



AWARDS AND PERSONAL

- 2019 Best Actor, Global Film Festival Los Angeles
- 2014 Gold Quill Award, International Association of Business Communicators
- 2013 PR Daily Video Award, Best Funny Video – *Take 2*
- 2013 PR Daily Video Award, Best Internal Communications Video – *Take 2*
- SAG Film and TV actor with more than 40 produced credits
- Animals adopted from San Antonio Humane Society, Greyhound Pets of America, and Gold Ribbon Rescue
- Active volunteer at the San Antonio Food Bank