



JEFF BRODY

CREATIVE COMMUNICATOR



WORK HIGHLIGHTS AT A GLANCE

2022 – Present

Hilton

Content and Community Lead – Internal Communications

- Manage editorial content calendar for The Lobby, Hilton’s enterprise intranet site, internal social media app, and 20 separate hotel brands under the Hilton umbrella.
- Serve as the primary producer and publisher of enterprise and brand content for nearly 500,000 team members across the world. Monitor and report on employee engagement.

Bottom line: 10% of all viewers like, comment, or share my content.

2007 – 2022

USAA

Employee Communications Director

- 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.
- Created intranet content that informs, inspires, and aligns employees across the enterprise. Provided strategic internal communications counsel to executive clients.

Bottom line: 40,000 employees got their daily news from my content.

2000 – 2007

Spurs Sports & Entertainment

Director of Internet and New Media

- Directed all aspects of the organization’s web sites with an emphasis on creating a continuous pipeline of engaging content.
- Managed four employees and departmental budget.

Bottom line: Increased online ticket sales by 166% to \$32M in 2007.

ABOUT ME

I'm an award-winning creative communicator with a passion for telling engaging stories through writing, design, and video. I excel at turning complex concepts and business jargon into beautiful, targeted, easy-to-consume content.

CONTACT

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PORTFOLIO

jeffbrody.com/portfolio

EXPERTISE

- Writing
- Editing
- Graphic design
- Video production
- AP Style
- Newsletter management
- Employee communications
- On-camera talent
- Team leadership
- Sports management
- Innovation
- HTML and web design

TECH SKILLS

- Final Cut Pro
- ChatGPT/AI
- PowerPoint
- Audition
- Canva
- Teams
- Firstup
- AP Style
- HTML



EDUCATION

1993

Master of Arts, Business Communications
Emerson College

1991

Bachelor of Arts, Psychology/Advertising
University of Texas at Austin



AWARDS AND INTERESTS

- 2023 Festival Treasure Award, Catalina Film Festival
- 2019 Best Actor, Global Film Festival Los Angeles
- 2014 Gold Quill Award – IABC
- 2013 PR Daily Video Award – Best Funny Video
- 2013 PR Daily Video Award – Best Internal Communications Video
- SAG Film and TV actor with over 40 produced credits
- Active volunteer at San Antonio Food Bank

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WORK EXPERIENCE DETAILS

2022 - Present



Hilton

Content and Community Lead – Internal Communications

- Manage editorial content calendar for The Lobby, Hilton's enterprise intranet site, internal social media app, and 20 separate hotel brands under the Hilton umbrella.
- Serve as the primary producer and publisher of enterprise and brand content for nearly 500,000 team members across the world. Monitor and report on employee engagement.
- Write, edit, and publish stories that inspire team members to provide the warmth and light of hospitality to our guests in over 7,000 properties worldwide.
- Create some of the most engaging content in Hilton's history, with a record-setting 36% average engagement rate among viewers.

2007 - 2022



USAA

Lead Communications Director – Employee Communications

- Created and published content on Connect, the daily intranet site designed to inform, inspire, and align 38,500 employees across the enterprise.
- Wrote and edited articles, designed graphics, and produced video, balancing client needs with creative strategy, while ensuring adherence to brand guidelines and AP style.
- Provided 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 – 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.

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.

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WORK EXPERIENCE DETAILS (CONTINUED)

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 \$8 million in annual online ticket sales, an increase of 250% year-over-year. Sold over \$400,000 annually in online ad revenue.
- 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.



AWARDS AND INTERESTS

- 2023 [Festival Treasure Award](#), Catalina Film Festival
- 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](#)