



JEFF BRODY

CREATIVE COMMUNICATOR

I am an award-winning, experienced communications professional with a knack for quickly turning complex, even obtuse, concepts into easy-to-digest content. I'll deftly help craft your comms strategy, but will really excel when it comes to delivering creative tactics that get results. I have exceptional writing and editing skills, and am passionate about telling stories through writing, design and video.

CONTACTS

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PORTFOLIO

jeffbrody.com/portfolio

ACTING REELS

I'm also a SAG film and TV actor

jeffbrody.com

SOCIALS

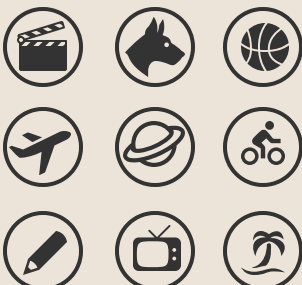
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INTERESTS



WORK EXPERIENCE

2007-Present **USAA**

Lead Communications Director

Create and publish content on Connect, the daily intranet site designed to inform, inspire, and align 38,500 employees across the enterprise. Provide strategic internal communications counsel and advice to executive clients.

2000-2007 **Spurs Sports & Entertainment**

Director of Marketing, Internet and New Media

Directed all aspects of the organization's six major web sites – including spurs.com, sasilverstars.com, sarampage.com, attcenter.com – from content to infrastructure to promotion. Managed six employees and departmental budget.

1996-2000 **AT&T**

Associate Director of e-Business

Created consumer product content on SBC-branded Telephone Company web sites – swbell.com, pacbell.com, ameritech.com, snet.com. Wrote copy, developed promotions, and designed graphical elements.

EDUCATION

1993 **Emerson College, Boston**

Master of Arts, Business Communications

1991 **University of Texas, Austin**

Bachelor of Arts, Psychology/Advertising

SKILLS & EXPERTISE

Photoshop	██████████	Writing	██████████
Final Cut Pro	██████████	Editing	██████████
Illustrator	██████████	Video	██████████
PowerPoint	██████████	Design	██████████
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 38,500 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 – 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 six major websites – including spurs.com, sasilverstars.com, sarampage.com, attcenter.com – from content to infrastructure to promotion. Managed six employees and departmental budget.
- Created a nonstop 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.

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](#)