

Joe Schulz

195 St. Marks Ave Apt 4, Brooklyn NY 11238 | (347) 743-2465 | j@joeschulz.nyc

Summary

A passionate and strategic internal communications professional with extensive experience in strategic planning, change management, message and content development, stakeholder relations, program and project management, speech writing, and digital channel development. Excels at producing effective employee and executive communications geared toward driving big-picture results. A proven track record of leading by building relationships across functions and stakeholder populations, fostering essential alignment in pursuit of organizational objectives. An insightful and resourceful producer who achieves long-term goals via effective communications and engagement.

Key Accomplishments and Responsibilities

Mobile-First Roadmap

- Led project to develop mobile app to supplement and ultimately replace employee intranet.
- Planned and led redesign focused on mobile-first and responsive design.

C-Suite Messaging Innovation

- Initiated and led program to modernize and improve quality of CEO employee messaging.
- Oversaw initiative to evaluate and launch internal video-streaming capabilities.

Communications Channel Innovation

- Led development and build of externally facing, highly regarded blog (2012 PRISM award nominee).
- Provided editorial oversight, developing corporate voice. Developed content generation and process flow.
- Mentored run team in sourcing stories from company's divisions, oversaw approval negotiation and content posting.

Other Responsibilities

- Provided relationship-based leadership, successfully partnering with stakeholders, leaders, and geographies across company business units.
- Managed writing, editing, and distribution of wide-ranging internal communications focused on business- and employee-centric subject matter and on behalf of senior business leaders.
- Synthesized diverse stakeholder requirements and success measurement.

Experience

WARNERMEDIA (f/k/a TIME WARNER INC.), New York, New York

Associate Director, Corporate Communications, 2010-2019

Oversaw organization's internal online communications channels, including employee intranets, electronic messaging, streaming video channels, and employee engagement. Led development and oversight of employee communications campaigns, employee engagement strategies, and external-facing blog. Led initiative to evaluate and launch internal video-streaming capabilities. Guided development and build of award-winning externally facing blog, including setting editorial voice and mentoring team of writers and content developers.

- Championed and led project to develop mobile app to supplement and ultimately replace employee intranet. Increased site traffic by 75% and employee-experience satisfaction by 80%.
- Initiated and led program to modernize and improve quality and effectiveness of CEO employee-messaging. Transitioned from e-mail-based messaging to video-based program, with employee interaction with CEO messaging increasing by 60%.

Manager, Corporate Communications, 2007-2010

Served as client representative for communications planning and execution for IT, HR, IR, and corporate security departments. Oversaw day-to-day management and updated employee-facing platforms and external web sites. Provided internal communications support for executives and cross functional stakeholders. Generated executive bios, media alerts, talking points and other communications materials. Assist in updating and maintaining all team communications materials. Developed internal messaging for company-wide initiatives.

- Led project to re-evaluate and implement new distribution tools for enterprise-wide newsletters, reducing production time from four days to 2.5 days.
- Guided project to evaluate employee satisfaction and engagement with weekly enterprise-wide newsletters, increasing engagement by approximately 45%.

MORE ►



Additional Experience

TIME WARNER INC., New York, NY, **Web Production Specialist**, 2004-2007. Performed day-to-day updates to internal and external web sites. Writing, editing, distributing weekly employee-focused email newsletters.

THE POPULATION COUNCIL, INC., New York, New York, **Staff Assistant to VP of Corporate Affairs**, 2002-2004. Liaised between VP of corporate affairs and direct reports. Monitored and arranged schedule, fielded inquiries, and assisted in office management.

SELF-EMPLOYED, Pittsburgh, Pennsylvania and New York, New York, **Freelance Actor**, 1996-2002.

SMITHKLINE BEECHAM CONSUMER HEALTHCARE, Pittsburgh, Pennsylvania, **HRIS Analyst**, 1989-1996. Served as business unit representative on project to upgrade corporate-wide HRIS systems. Employee service management for payroll, benefits, and HR requests.

SELF-EMPLOYED, Pittsburgh, Pennsylvania and New York, New York, **Freelance Actor**, 1982-1989.

Education

CITY UNIVERSITY OF NEW YORK, New York, New York, **B.A., Communications and Media**, 2015 (Summa cum laude, GPA: 3.96)

Computer Skills

Adobe Creative Suite (Acrobat Pro, Photoshop, Illustrator, Lightroom, Premiere Pro, InDesign, Dreamweaver, Media Encoder), Microsoft Office Suite (Word, Excel, PowerPoint, Outlook), Final Cut Pro, Windows and Mac Operating Systems, Drupal CMS, WordPress CMS

“After nourishment, shelter and companionship, stories are the thing we need most in the world.”

-Phillip Pullman

