

Ryan Netzer

Senior Internal Communications Producer

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770-316-0432
Cumming, GA

Senior Internal Communications Producer experienced in delivering thousands of high-impact communications, videos, and digital assets for national audiences. Proven success driving engagement, streamlining costs, strategic storytelling and innovative content creation that enhance culture and align employees to business goals.

Work Experience

Independent Communications Consultant

Aug 2024 - Present

[Self](#) | Cumming GA

Creative and message-oriented internal communications and video content producer and editor featuring experience in conceptualizing and executing corporate messaging, learning and change management across various platforms. Proficient in Adobe Creative Suite.

- Successfully completed 5 multi-part internal and external (social media) projects for a company specializing in outsourced sales, marketing, growth solutions, and divisional administration. They connect manufacturers, distributors, and end users to multiple sales channels and solutions .
- Providing video editing and post production work including creative (asset creation, asset sourcing) as well as adhering to brand guidelines.
- Established strong relationships with clients through clear communication, responsiveness, and delivering highquality work on time and within budget.
- Provided consulting for in-house video production best practices and troubleshooting social media publishing through 3rd party tools.

Senior Producer

Jan 2019 - Aug 2024

[Verizon](#) | Alpharetta, GA

Senior Producer – Headquarters GL&D with a video focus on new and emerging technologies. From store procedures and office safety to new products and partner podcasts.

- Delivered 120+ major video projects in-house, saving the company \$600K+ in agency and production travel costs while supporting Retail and B2B sales KPIs.
- Elevated executive visibility by producing high-profile communications, including the CEO-premiered Raise the Bar leadership video viewed globally via watch parties and 8K+ unique employees views.
- Championed innovation by implementing AI-driven voice and video software, earning Verizon's highest performance rating in 2023.

Senior Analyst

Aug 2015 - Jan 2019

[Verizon](#) | Alpharetta, GA

Senior Analyst – Headquarters GL&D with a video and digital design focus supporting marketing for B2B, Retail, Indirect and Customer Service segments.

- Partnered with executives, Marketing, L&D, Brand, and Legal to deliver 120+ cross-functional campaigns, ensuring accuracy, impact, and compliance.
- Produced internal launch communications for flagship products including the Apple iPhone, Wear24 LTE Watch, and Hum by Verizon.
- Produced hundreds of internal communications, videos, and digital assets, driving clarity, engagement, and alignment across enterprise initiatives nationally while also supporting 2,300+ retail store locations.

Communication Consultant

Apr 2005 - Aug 2015

[Verizon](#) | Alpharetta, GA

Communication Consultant (South Area) supporting marketing and L&D for Retail, B2B, Customer Service and Indirect channels by growing the position from content management and Email creation to initiatives with strategic digital signage, Email, SMS, video and intranet sites.

- Built the South Area communications function into a multi-channel content hub, producing micro sites, newsletters, intranet content, live event media, and retail support for 25,000+ employees.
- Achieved an 81% increase in resource page visits and delivered communications for leadership meetings and national recognition programs.
- Designed branding, theming, and multimedia for employee events and recognition programs, including live concerts and leadership engagements.
- Launched two magazine-style video series, increasing engagement by 35% and setting a new standard for authentic, YouTube-style messaging.

Volunteer Experience

Designer and Volunteer

Jun 2018 - Oct 2023

Alpharetta PopFest

As a designer and volunteer, I designed the logos (used from 2018 through 2022) and arranged print services for banners and signage. I also volunteered for selling T-shirts, distribution of Alzheimer's information, take down and referring inquiries to the Alz.org tent at the event.

- Designed the logo for T-shirts and other merchandise as well for use in promotion and event signage.
- Assisted with selling T-shirts, distributing information, donation collection and takedown at the conclusion of the event.

Core Skills

Internal Communications Strategy & Execution, Executive Messaging & Stakeholder Engagement, Video Production & Digital Media Storytelling, Creative Direction & Brand Consistency, Live Event Communications & Employee Engagement, Cross-Functional Collaboration (Marketing, L&D, Brand, Legal), Innovation in Content Delivery (AI, Remote Production, Digital Platforms), Cost Optimization & In-House Production Leadership

Education

James Madison University

Bachelor of Science Mass Communication, Corporate Media