

# Ryan Netzer

Senior Internal Communications Producer

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## SUMMARY

Senior Internal Communications Producer with a proven record of producing thousands of high-impact videos and communications for national audiences. Recognized for driving engagement, streamlining costs, and delivering strategic storytelling that strengthens culture and connects employees to business goals.

## WORK EXPERIENCE

### **Independent Communications Consultant**

Freelance | Cumming, GA | Aug 2024 – Present

Creative, message-driven communicator and video producer executing corporate messaging, learning, and change management across multiple platforms.

- Completed seven multipart internal and Instagram/LinkedIn projects for a company specializing in outsourced sales, marketing, growth solutions, and divisional administration that connects manufacturers, distributors, and end users across multiple sales channels.
- Provide video editing and post-production work, including creative asset sourcing and design.
- Cultivate strong client relationships through clear communication, responsiveness, and consistent delivery of high-quality work on time and within budget.
- Advise clients on in-house video production best practices and troubleshoot social media publishing through third-party tools.

### **Communication and Digital Content Creator**

Verizon | Alpharetta, GA | Apr 2005 – Aug 2024

#### **Senior Producer – Headquarters Global Learning & Development (GL&D);**

Focused on video production for new technologies, store procedures, office safety, products, leadership training, and partner video and audio podcasts.

- Delivered 140+ video projects per year in-house over four years, saving Verizon significant agency, production, and travel costs while supporting Retail and B2B sales KPIs that drove revenue growth.
- Elevated executive visibility by directing the CEO-premiered *Raise the Bar* leadership video, viewed globally in team watch parties by 8K+ employees, saving Verizon \$100K+ in agency and expedite fees.
- Championed innovation by implementing AI-driven voice and video software, earning Verizon's highest performance rating in 2023.

#### **Senior Analyst – Headquarters GL&D;**

Led video and digital design projects supporting marketing for Business to Business (B2B), Retail, Indirect, and Customer Service segments.

- Partnered with executives, Marketing, L&D, Brand, and Legal teams 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.
- Created hundreds of internal communications, videos, and digital assets that increased clarity, engagement, and alignment across enterprise initiatives supporting 2,300+ retail store locations nationwide.

#### **Communication Consultant - South Area;**

Supported marketing and L&D; for Retail, B2B, Customer Service, and Indirect channels, growing the position from content management and email creation to strategic initiatives with digital signage, video, SMS, and intranet sites.

- Established the South Area's first multi-channel communications hub, producing microsites, newsletters, intranet content, live event media, and retail support for 25,000+ employees.
- Delivered communications that unified employees around leadership initiatives and national recognition programs, achieving an 81% increase in resource page visits.
- Designed branding, theming, and multimedia for employee events and recognition programs, including role play competitions and award events featuring live concerts and leadership engagements.
- Launched two magazine-style video series that boosted engagement by 35% and set a new standard for authentic, YouTube-style messaging.

## **CORE SKILLS**

**Creative & Technical:** Adobe Creative Cloud · Video Production · Digital Media Storytelling · AI Tools · Remote Production

**Strategic & Leadership:** Internal Communications Strategy & Execution · Executive Messaging · Employee Engagement · Cross-Functional Collaboration · Cost Optimization · In-House Production Leadership

## **EDUCATION**

**James Madison University**

Bachelor of Science in Mass Communication, Corporate Media