

RYAN NETZER

Cumming, GA | 770-316-0432 | Ryan@ryannetzer.com | ryannetzer.com | linkedin.com/in/ryan-netzer

SENIOR COMMUNICATIONS AND CONTENT PROFESSIONAL

Internal Communications | Employee Communications | Executive Messaging | Multimedia Production

PROFESSIONAL SUMMARY

Communications and multimedia professional with 20+ years of experience translating business priorities, organizational changes, technology implementations, product launches and leadership messages into clear, actionable content. Trusted partner to executives, business owners and cross-functional teams in a highly matrixed enterprise. Combines communications planning, writing and editing, stakeholder counsel, channel strategy, project management and measurement with deep video and multimedia production expertise.

CORE EXPERTISE

Internal Communications | Employee Communications | Communications Strategy | Change Communications | Executive and Leadership Communications | Content Strategy | Writing and Editing | Editorial Workflows | Audience and Channel Strategy | Stakeholder Management | Cross-Functional Collaboration | Project and Vendor Coordination | Employee Engagement | Intranet and CMS Publishing | Email and Digital Signage | Video and Multimedia Production | Live Event Support | Measurement and Continuous Improvement

PROFESSIONAL EXPERIENCE

Independent Communications and Multimedia Consultant

Freelance / Consulting | 2024-Present

- Provide video editing, post-production and brand-aligned communications support for client projects, including work with Forward Solutions / Curate.

Senior Producer, Global Learning and Development

Verizon | 2019-2024

Enterprise communications and digital content producer supporting learning, performance, leadership and change initiatives with potential reach of approximately 70,000 employees.

- Partnered with business owners, subject-matter experts and leaders to clarify objectives, shape messages, recommend channels and execute communications for B2B, Retail and enterprise audiences.
- Produced 130+ video and multimedia projects annually, managing concurrent priorities, stakeholder reviews, approvals, schedules and delivery while consistently meeting deadlines and budgets.
- Supported adoption communications for 1Source, Verizon's move to a cloud-based sourcing, contracting and supplier-management solution using SAP Ariba, translating a complex technology implementation into practical employee guidance.
- Produced updated how-to communications for retail store opening and closing procedures, helping customer-facing employees understand and apply an operational process change.
- Directed and coached SVPs, VPs, Directors, Senior Managers, Managers and frontline employees, advising on scripts, message clarity, delivery and audience needs for studio and remote communications.
- Produced the Raise the Bar leadership initiative launch video in three days; the finished program generated approximately 8,000 unique global views on launch day, separate from the CEO-hosted live event.
- Introduced AI voice technology to solve turnaround challenges, expanded it into video and animation workflows, and helped establish the approach as a Global Learning and Development best practice.
- Helped shift production rapidly during COVID from studio and location shoots to remote recording and voiceover/B-roll workflows, sustaining delivery through fast-moving operational change.
- Earned two video production awards presented by the VP of Global Learning and Development, multiple peer awards and a top performance rating of 4 in 2023.

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Senior Analyst, Learning and Development

Verizon | Aug 2016-Jan 2019

Multi-channel communications, creative and learning-content role supporting Go To Market, Operations, Marketing, Training, executives and customer-facing organizations nationally.

- Managed approximately 150+ communications and multimedia projects annually, coordinating deliverables, feedback cycles, approvals and deadlines across departments and leadership levels.
- Developed and executed communications for products, services and high-priority initiatives across intranet, digital graphics, e-cards, webinar invitations, digital signage, print and video.
- Served on national core teams supporting product launches and process updates, including iPhone, Verizon Watch, Garmin vivosmart HR, Samsung Galaxy Tab E 8.0, Samsung Level U Pro and Device Protection initiatives.
- Produced internal training and marketing videos from concept through completion, including scriptwriting, casting, filming, editing, animation and delivery; also maintained and operated a small video studio.
- Supported Verizon's early Design Thinking learning initiatives as a multimedia subject-matter expert and produced communications for initiatives associated with approximately \$628K in collective productivity savings.

Communications Consultant, Marketing

Verizon Wireless | Apr 2005-Aug 2015

Grew the role from content management and daily email publishing into multi-channel internal communications, digital content, video, branding and engagement supporting Retail, Indirect, B2B, Customer Service, Marketing and Learning and Development.

- Established the South Area's first multi-channel communications hub, producing and managing microsites, newsletters, intranet content, email, digital signage, SMS, video, print, live-event media and retail support for 25,000+ employees.
- Managed a daily editorial workflow by editing submissions from Marketing, Sales, Customer Service and B2B, resolving duplicate or conflicting content with owners, publishing through RedDot CMS and distributing targeted aggregate newsletters.
- Created and published thousands of communications deliverables while tailoring messages to corporate, retail, B2B and call-center audiences and maintaining accuracy, clarity and consistency across channels.
- Created standardized TargetVision templates that streamlined repurposing Customer Service stories for call-center digital signage and improved channel consistency.
- Developed communications and training that helped field organizations execute South Area marketing priorities within a business generating approximately \$16B in annual revenue and supported initiatives tied to a \$250M+ annual marketing plan.
- Delivered communications supporting leadership and national recognition initiatives that contributed to an 81% increase in resource-page visits; launched two employee video series that increased engagement by 35%.
- Led creative and communications support for ICON, a multi-month sales role-play and recognition program, coordinating branding, websites, collateral, multimedia, schedules, event partners, budget review and post-event communications.

EDUCATION

B.S., Mass Communication / Media Studies | James Madison University

TOOLS AND PLATFORMS

Microsoft Office | SharePoint | RedDot CMS | Content Management Systems | Adobe Creative Cloud | WellSaid Labs | Remote Recording and Production Tools | Professional Video, Audio, Lighting and Photography Systems