Glenn E. Jones

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**MISSION STATEMENT**

Accomplished Communications Strategist and Emmy Award winning Content Storyteller, with a distinguished track record of strategic planning, audience growth, internal team building, new media strategies, and effective crisis management

**Professional Experience**

**futureAlign Inc. Houston, TX 2017-Current**

*Craft Communications Project Director*

* Successfully magnified the ExxonMobil Safety, Security, Health, and Environment based "Core Values" Communications initiative. A program created to prevent injuries for nearly 40,000 regional employees
* Developed and sustained 3 major worker communication programs for ExxonMobil's Baton Rouge Polypropylene, Beaumont Polyethylene, and Beaumont Light Atmospheric Distillation Expansion projects
* Oversee effective customization and targeting of messages to implement location specific communications plan, creating clear messaging to 10,000 workers with diverse cultural and linguistic backgrounds
* Research, interview and wrote over 100 effective testimonial and training videos, creating safety awareness within the workplace
* Created clear and concise communications using 9 successful delivery channels, to lower workplace injury and reduce attrition rates
* Provide counsel to senior leadership and project teams on effective communication strategies, resulting in a historic 4% attrition rate
* Develop daily messages and announcements to promote ExxonMobil’s strategic vision from 2017-2020
* Supervise internal communications team to streamline cost, ensure program execution, and achieve 92% of all deadlines
* Translating critical safety information to strategic media platforms to better "reach" workforce, lowering injuries by 40%
* Content lead on 125 workforce safety focused newsletters in 3 locations, read weekly by 10,000 employees
* Developed 48 core value content/visual campaigns over 3 years to reinforce worker safety
* Served as External Communications Advisor to senior leadership during industry crisis events

 **The Jones Group, Houston, TX 2015-Current**

*Public Relations/Communications Consultant*

* Provide professional counsel and communications support involving planning, content creation, delivery and measurement of all communications activity; work closely with senior leadership to deploy effective communications strategies and tactical plans, generating an average 81% positive feedback from 7 client audiences
* Ensure daily message alignment with all related operating functions to help ensure message penetration and streamline stakeholder engagement
* Advise and influence senior leaders creating 100% communications transparency, facilitating two-way dialogue between all levels of leadership and identified stakeholders as appropriate
* Created and implemented 7 Crisis Communications programs/policies for clients by writing and editing external outreach materials. Serving as an internal communications/media consultant
* Manage the quality, content, design and messaging of all communication strategies, assigned projects, marketing and deliverables resulting 100% client satisfaction
* Public Relations advisor, strategically placing relevant content in front of 6.2 million readers & viewers
* Plan, organize, develop and implement internal and external project communications, marketing and outreach activities, while translating technical content to concise and understandable language
* Provide creative and technical direction for 10 regional project communication & external relation programs
* Develop message/timeline for implementation of project schedules, creating a 92% completion success rate
* Successful Grant/Proposal Writing for 3 Texas clients who work on 501(c) 3 projects
* Social Media Leader, using latest SEO trends and demographic data to reach new & existing clients in 4 cities

**ABC Television/The Walt Disney Company, Houston, TX 2005-2015**

*Executive Producer/Communications*

* Responsible and accountable for the direction of 50+ people in strategic planning and execution of real time community messaging; implement research trends, utilize demographics, directing coverage/content for a return on investment
* Created communication campaigns aligned to ABC business strategy, including several hundred projects, videos, executive correspondence, presentations, articles, website development, over 10 years
* Leveraged resources to cultivate the ABC/Disney brand locally, tactically communicating the message to build and retain business; maintaining the top-rated product of its kind for 9 years
* Developed and executed a layered plan growing a social media base from 25,000 Facebook fans to over 155,000 fans in < 18 months; appreciated as one of the fastest growing communication media platforms in the country in 2012
* Charged with executing goals, strategies and daily tactics to achieve positive branding through communication, social media and special events; utilizing and directing Marketing dept
* Responsible for monitoring and measuring the efficiency, effectiveness and success of all programs
* Led brand dominance through strategic partnerships; generating 3 new revenue streams
* Manage ABC/Disney brand guidelines and corporate marketing to maintain 25 years of ratings dominance
* Oversee 9 subsidiary-level marketing and communications plans to ensure a consistent message and brand compliance with affiliates, freelancers and business partners

**WSOC Television, Charlotte, NC 1999–2005**

*Cox Media Managing Editor*

* Led team of 100+ staff in the coverage of broadcast news content; commanding a 42% market share
* Managed NFL, NASCAR, and NCAA partnerships, generating 5 new revenue streams by leveraging our strong local brand (through new programming) with scheduled national events occurring in Charlotte market
* Established regional Television/Newspaper cooperative, expanding our brand to over 200,000 homes while generating new revenue streams
* Utilized Nielson research to generate result-based content to grow market share by 3% in a shrinking market
* Edited and oversaw strategic marketing for emerging social media content platforms
* Work collaboratively with designers and key executives to create marketing communication confidentiality
* Oversaw and guided the creative and strategic direction of WSOC-TV focused on delivering informative content, based on demographics and research trends; driving a return on investment through partnerships
* Developed regional Crisis Communications campaign following the events of 9/11

**EDUCATION**

Hampton University

B.A. Mass Media Arts

Loyola Law School, Los Angeles

Journalism Law Fellow

RIAS Berlin Commission

European Journalism Fellow

Bertelsmann Foundation, Washington, DC

American Politics Fellow