

GENE BROMBERG

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Areas of Expertise

- Digital and Print Content Creation
- Industry Research and Analysis
- Creative Writing
- Building Brand Awareness
- B2B Marketing
- Public and Media Relations
- Social Media Marketing
- Employee/Internal Communications
- Marketing Content Development
- Strategic Marketing Planning
- Marketing Copywriting
- Professional Photography

Professional Experience

McKesson — Pittsburgh, PA Employee Communications Strategist

December 2014 — April 2016

- Developed communications strategies to educate employees about key successes and challenges and promote important business initiatives.
- Wrote and edited internal communications (including presentations, talking points, video scripts, webinars and organizational announcements) for the business unit president and other senior managers.
- Published the company newsletter, writing and editing 5-7 articles for each issue. Increased monthly readership and click-through rate by 50% in six months.
- Developed the branding concept for a major project designed to transform the company's long-term business strategy. Drafted mission and vision statements and created articles and webinars to educate employees about the project's goals and progress.
- Partnered with Human Resources to develop the communications strategy and content for many key projects, including the Business Impact Award, Employee Feedback Team, and Employee Opinion Surveys.
- Drafted the strategy documents and guidelines for each initiative and created emails, articles and presentations promoting them. Built microsites, calendars and schedules to support these projects.
- Collaborated with senior leaders and other managers on presentations for quarterly All-Employee Meetings and Town Halls.
- Represented the business unit on a number of corporate committees, including the Internal Communications Council and the PR Council.

Highmark — Pittsburgh, PA Social Media Marketing Analyst

February 2013 — February 2014

- Served as the lead for the Highmark Twitter account, researching, drafting and posting 7-10 tweets per day.
- Developed strategies and best practices documents for the launch of Highmark's Twitter account.
- Created content for other social media channels, including Facebook, Pinterest and a company blog.
- Created social media content and assist in developing campaign strategies promoting Highmark's status as an Official Supplier for the United States Olympic Team. Also created content promoting and supporting five Highmark-sponsored members of Team USA.
- Developed and maintained a monthly content calendar for Twitter to ensure content from internal and external partners was posted in a timely manner.

- Conceived and developed social media marketing plans and content strategy to increase social engagement, brand affinity and customer loyalty.
- Engaged in social listening and responded to inquiries and comments to increase customer satisfaction and overall goodwill.
- Measured results of social media activity, analyzed metrics, and developed reports for clients, peers and management. Researched and reported on how competitors and other top performers were using their social media channels.
- Consulted with clients and other stakeholders to learn their business objectives and crafted social media campaigns and content to help them reach their goals.

**UPMC — Pittsburgh, PA
Communications Specialist**

September 2011 — December 2012

- Researched and wrote 2-3 feature articles each month that were published in the UPMC *Extra* newsletter that is distributed to 55,000 employees.
- Created copy for brochures, posters, flyers, trade show displays, invitations, and other items that were used to promote the UPMC Center for Inclusion's community programs and initiatives.
- Wrote speeches and scripts for presentations, web-based videos, and special events.
- Created content and pages for the Center for Inclusion's section of the UPMC internal website.
- Wrote quarterly operational highlights reports that were presented to senior management illustrating the Center for Inclusion's accomplishments.
- Wrote and edited copy for the Center for Inclusion's Annual Report.
- Wrote copy to create effective Talent Acquisition promotional and recruitment materials, including mailers, classified and display ads, and social media posts.
- Created and maintained databases and spreadsheets of previous work and contacts to streamline processes and determine areas for improvement.

**TBT Agency — Pittsburgh, PA
Marketing Content Specialist**

2006 — 2011

- Created all promotional marketing content for one of the world's largest online gaming companies.
- Developed several targeted marketing campaigns per week, conducted market research, responded to client inquiries and comments, designed print advertisements, edited staff articles and press releases, and wrote customer newsletters and emails.
- Founded and developed two blogs that attracted over 1,000 views per day.
- Researched and wrote 5-7 blog posts per week, varying between news, industry analysis, interviews, information on our latest promotions, and other entertaining pieces.
- Created Twitter accounts for two separate brands and acquired over 7,800 followers within one year; developed Facebook pages for both brands that attracted nearly 6,000 friends.
- Organized coverage of major events like the World Series of Poker and the Aruba Poker Classic that was also distributed by other major online venues.
- Cultivated relationships with media outlets, corporate stakeholders and prospective partners.
- Wrote promotional copy for Poker2Nite, a poker news/entertainment program that appeared on the Versus network and on Fox Sports.
- Took professional-quality photographs that appeared in our blogs and promotional materials, many of which were also published by mainstream news outlets.

Education

The University of Pittsburgh, Katz Graduate School of Business
Master of Business Administration, Marketing

The Pennsylvania State University
Bachelor of Arts in English