

## Brandon Soublet

[brandon@brandonsoublet.com](mailto:brandon@brandonsoublet.com) | Oakland, CA

I am a results-oriented strategist who helps my business partners leverage communications to achieve their goals and organizational priorities. By emphasizing outcomes over outputs, I get the right information to the right audiences for maximum results using my clear, direct communication style. I have advised and supported executive leadership, management, and individual contributors in the tech, logistics, health care, engineering, and government sectors. View my portfolio at [brandonsoublet.com](http://brandonsoublet.com).

### Capabilities

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- **Trusted advisor** – provide strategic guidance to executives, management, and individual contributors on the creation and implementation of comprehensive communications strategies, including employee communications, branding, marketing, media relations, and web presence
- **Communications project manager** – manage communications projects, developing content and timelines for engagement programs, publications, corporate awards, and newsletters
- **Accomplished writer** – excellent writer, editor, and presenter. Author of executive communications, strategic plans, presentations, newsletters, press releases, and web content
- **Change management consultant** – help prepare organizations and employees for change

### Experience

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#### **Senior Internal Communications Manager** (February 2021 – March 2023)

Flexport, *San Francisco, CA*

- Developed and executed global communications and change strategies related to COVID and return to office policies, performance management, employee engagement, total rewards, FLSA, onboarding and offboarding, employee resource groups, social and current events, leadership and organizational announcements, financial performance, and corporate planning.
- Wrote content and messaging for C-level executives to use in all-staff meetings, presentations, talking points, AMAs, Slack, company-wide announcements, intranet content, and video scripts.
- Partnered with marketing and public relations teams to create and drive a cohesive, integrated corporate narrative across all internal and external channels during a period of rapid growth.
- Owned corporate intranet, including administration, content, training, and vendor management.
- Implemented reader-focused, data-driven policies and best practices for internal mass communications, resulting in a 23% increase in read rates for company-wide messages.
- Overhauled new hire communications processes and materials to promote seamless, consistent, exciting onboarding experiences for employees and managers across functions.
- Re-launched weekly company newsletter to streamline the flow of information to employees, averaging 75% open rate.

#### **Senior Communications Consultant** (October 2018 – February 2021)

Kaiser Permanente Information Technology, *Oakland, CA*

- Managed strategy and content for all unit-wide communications channels and activities, including intranet, newsletters, email distributions, and virtual events; assessed channel effectiveness; proposed and implemented changes to strategies to maximize results.
- Produced monthly virtual all-staff meetings for a 2,500-employee organization, partnering with executives to develop engaging presentations on strategic priorities and ongoing projects.
- Administered business unit's intranet site, including editorial and content strategy; managed complete redesign and migration from SharePoint 2013 to SharePoint Online.
- Worked with People Programs team to develop and manage communications strategies related to employee wellness, employee engagement, knowledge exchange, and performance reviews.
- Coached IT project managers on business writing and presentation development and delivery.

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### **Communications Consultant** (June 2016 – March 2018)

DAI Solutions, supporting the U.S. Department of Health and Human Services (HHS), *Washington, DC*

- Developed and executed communications and organizational change management plans for disseminating information about remediation of a struggling human resources (HR) center and an enterprise HR system upgrade affecting all 80,000 HHS employees across the U.S.
- Drafted memos, newsletters, emails and briefings for executives and subject-matter experts for the department's complete overhaul of its primary HR information technology systems.
- Updated and refocused orientation materials for new employees served by the Office of the Secretary's HR unit (approximately 16,000 employees across 23 divisions).
- Collaborated with technical HR experts and members of the Senior Executive Service (SES) from dozens of HHS divisions to develop new guidance and procedures for senior executive hiring, onboarding, succession planning, and learning and professional development.
- Rewrote and maintained program style guide to ensure consistency of style, voice, format, grammar and branding across all platforms; aligned style guide to Associated Press (AP) guide; served as primary copy editor for functional documents, memos, presentations and reports.

### **Senior Communications Specialist** (October 2015 – June 2016)

Ikun LLC, supporting the U.S. Department of Veterans Affairs (VA), *Washington, DC*

- Developed messaging that was distributed to more than 10,000 VA leaders across the country to enhance employee awareness of VA Privacy Service's "Privacy Builds Trust" campaign.
- Wrote and designed monthly newsletter communicating relevant privacy and event updates to VA employees; worked with subject-matter experts in privacy, information security and the Freedom of Information Act (FOIA) to convey complex topics to a wide audience; wrote and designed articles and banners for VA Privacy Service intranet site.
- Designed posters, planners, newsletters, event invitations and fact sheets in Adobe InDesign.
- Served as deputy team lead in the absence of the project manager; coordinated efforts of junior team members developing blog content, planning events and distributing materials.

### **Corporate Communications Specialist** (April 2013 – July 2015)

Louis Berger (acquired by WSP), *Washington, DC*

- Managed corporate awards program; worked with senior executives and technical specialists in the U.S., Europe, the Middle East and Asia to develop award submittal materials; built stories and narratives for broad audiences about engineering concepts; created dynamic visual display panels; won numerous awards from national and international associations and publications.
- Served as primary writer and editor of the company's award-winning magazine, *BergerWorld*; reviewed proposed outlines and editorial calendars with C-suite executives; interviewed subject-matter experts around the world; managed freelance writers; wrote and edited engaging stories; coordinated approvals; reviewed layouts and proofs with designers; managed distribution lists.
- Wrote and edited news stories for corporate intranet to inform and engage employees about business initiatives, international projects and organizational changes.
- Supported international rebranding effort to ensure consistency and alignment of branding, messaging and narratives across dozens of operating companies and subsidiaries worldwide.
- Developed training materials for the company's new Enterprise Resource Planning system.

### Education

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- Master of Public Policy, Georgetown University – *Washington, DC*
- B.A. Economics, B.A. Political Science, CSU East Bay – *Hayward, CA*