

BRAD PERKINS

4924 North Leavitt, Chicago, Illinois | 312-375-5480 | blperk@gmail.com | linkedin.com/in/blperk

Senior Communications Leader

Creative communicator and collaborator with social media, digital, change, internal and external experience. Skilled strategist with 18 years of progressive experience supporting senior executives in fast-paced settings. Skilled at blending tactics to develop, lead and measure high-level executive, change and enterprise communications.

Editorial and Writing

- Content Development
- Editorial Leadership
- Communication Strategy
- Writing for Print and Web
- Ghostwriting and Speechwriting

Corporate Communications

- Executive communications
- Internal Communications
- Culture and Change Management
- External Communications
- Strategy Design and Execution

Digital Operations

- Microsite Development
- Social Media Strategy
- Audience Analytics
- Website development
- SEO, CMS and SharePoint

SELECTED CAREER HIGHLIGHTS

- **Produced the second-most read newsletter at Accenture**, leading to change that helped company embrace technology and cybersecurity. Developed editorial calendar and metrics. Earned 5000 social media followers in six months.
- Gained 10% increase in communication survey scores for customer service leaders by building a digital and in-person **communication strategy that had leaders in front of their staff 50% more often**.
- Drove enterprise **social media strategy for customer service and IT leaders** that increased group membership by 200% and participation by 80%, while reducing unnecessary emails.
- Saved HCSC \$1 million annually by moving member **newsletter from print to digital**.
- Led **change communications for large-scale staff moves** across divisions and locations.
- **Developed a video series and infographics** to inform the public and the company about how healthcare works.
- Initiated Town Halls and touchpoint programs for senior executives in customer service and IT, which **drove strategic messaging and organizational change**.

EXPERIENCE

BLUE CROSS BLUE SHIELD of IL, MT, NM, OK and TX (HCSC), Chicago, IL

2014 – Present

Senior Communications Consultant

Execute communications strategies to support five senior leaders in a 10,000-person customer service area and four senior leaders in a 5,000-person IT area. Introduce, lead and evaluate change management, employee engagement and process improvement strategies to enhance organizational capabilities.

Collaborate with HR on organizational change projects and with colleagues across divisions to create videos, infographics and presentations for internal and external audiences.

- Designed a **leader-driven communication cascade model** to ensure more effective message distribution to HCSC's 30,000 employees and contractors using a curated content delivery system.
- Partnered with CCSO, CIO, CTO, CISO and other senior executives to develop targeted strategies to increase touchpoints with all staff levels. Incorporated new communication channels into existing methods, resulting in a 100% increase in interactions year-over-year.
- Built **quarterly Town Hall program for customer service senior leaders** to meet with full staff at 19 service centers. Enhanced IT leaders' Town Halls by introducing new content and follow-up methods.
- Designed **monthly touchpoint program for senior leaders** to meet with their departmental leadership to ensure company-wide understanding of brand messaging and company requirements.
- Created a **social media program for customer service and IT divisions** that increased participation in existing Yammer groups by 200% and boosted new group participation by 80%.
- Developed and executed **change communications strategies** for customer service and IT for large-scale people moves and process improvements.
- Began work at HCSC by designing a new Government Programs communication strategy that achieved a 10% increase in employee engagement survey scores on communication topics.

ACCENTURE, Chicago, IL

2007 – 2014

Associate Manager, Global IT Communications

Drove education, change management and engagement across 300,000-person organization. Led the execution of a follow-the-sun IT communications model in direct collaboration with Accenture's CIO and other executive leaders. Managed and mentored two global staff members.

- Changed communication culture within IT organization by developing creative ways to use new and existing methods to deliver news, information and requirements, including digital postcards, blogs and social media.
- Directed the editorial process for two monthly global newsletters and four quarterly publications with 4M annual touchpoints and maintained a 95%+ approval feedback on all annual distributions.
- Built enterprise social media capabilities for global IT organization and internal teams. Drove communications for adoption of technology by staff, consultants and clients.
- Directly collaborated with senior executives, HR and change management groups on internal and external publications and projects that delivered understanding of changes in policies and technology.

ACCENTURE, Chicago, IL

2005 – 2007

Marketing Consultant, Resources Client Group

Collaborated with client executives and internal leadership to build client engagement data and retention programs. Led search engine optimization and database marketing projects. Managed one contractor.

- Developed a three-tiered global client touch point program that delivered 33% quarter-on-quarter increases in executive interactions with and top clients.
- Directed search engine optimization efforts for and published articles on internal and external websites.

NORTHWESTERN UNIVERSITY, Chicago, IL

2004 – 2005

Communications Manager

Led internal and external communications for the 1,000-member Robert H. Lurie Comprehensive Cancer Center. Managed a web designer and led website redesign and content for patients, doctors and the public.

- Improved conference attendance by 10% while reducing printing costs.
- Built digital strategy, website redesign and new publication and distribution channels. Developed editorial calendar and archives.

ILLINOIS INSTITUTE OF TECHNOLOGY, Chicago, IL

2003 -- 2004

Associate Director of Media Relations

Created college's internal communications function. Developed relationships with students, faculty, staff, alumni and media. Served as public relations and crisis communications liaison.

- Built internal communications vehicles. Developed editorial calendar and strategy to keep students, faculty and staff informed.
- Wrote press releases, pitched stories and worked on public relations campaigns for openings of new campus buildings and celebrity appearances.

NORTHWESTERN UNIVERSITY, Evanston, IL

2002 – 2003

Communications Coordinator

Developed communications strategy, plan, tactics and metrics for School of Education-based organization.

- Increased annual conference attendance by 10% through comprehensive marketing plan.
- Developed organization website, digital strategy, communications plan and PR activities.

EDUCATION

Master of Science in Marketing Communication, Illinois Institute of Technology

Bachelor of Journalism, University of Missouri

Bachelor of Arts in History, University of Missouri

PROFESSIONAL AFFILIATIONS

Member, International Association of Business Communicators (IABC)