

PETER LORD

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Experience

Cruise (GM Cruise LLC) December 2016 - May 2020

Other positions held: Product Operations Associate Autonomous Vehicle Training Supervisor, Autonomous Vehicle Training Associate

Technical Content Producer, Feb 2020 - May 2020

- Partnered cross functionally with engineering teams, product teams, and leadership to develop and launch a technical content strategy. This was used to guide the company on how to leverage technical videos across owned networks.
- Managed and produced multiple external Cruise branded videos that were watched over 2 million times.
- Created internal Cruise branded videos that were leveraged for all hands and executive meetings.

Internal Communications Manager, March 2019 - Feb 2020

- Launched and managed an internal newsletter with an open rate of 80% and click rate of 13% which was actively read by over 1,700 employees.
- Developed weekly and quarterly reports that measured owned programs including all hands, multiple Newsletters, and employee engagement programs.
- Produced and managed weekly all hands meetings, where executives would share status updates to the entire company.
- Created an employee recognition program that gives employees a way to appreciate each other for exemplifying core behaviors. These accolades were presented by Cruise's executives.
- Worked through ideation, drafting, and distribution of real estate communications to efficiently relocate over 900 employees with minimal disruption of their workflow.
- Conducted and led a cross-functional meeting to provide status updates across multiple facets which led to an increase of collaboration between multiple teams.

Social Media Manager, May 2018 - March 2019

- Developed an editorial calendar that effectively communicated content initiatives and strategy to be carried out on digital marketing platforms.
- Grew social media following across three social networks by 70% while monitoring brand presence.
- Implemented a robust social media policy protecting Cruise and its employees.

U.S. Army

Human Resources Specialist, November 2009 - November 2013

- Worked with soldiers who were eligible for promotions, retirement, and separations from the U.S. Army.
- Processed emergency pay for 1,000 employees during local natural disasters.
- Prepared highly classified documentation and orders with minimal errors.
- Maintained policies and vital employee information in PeopleSoft

Projects

EloTalk Jan 2016 - Jan 2018

Founder

- Managed a diverse staff consisting of journalists, designers, and developers
- Successfully developed and launched a new esports media brand, over 2 years EloTalk reached 35k unique monthly views
- Oversaw all technical aspects of EloTalk: including SQL, PHP, WordPress, WHM, and Linux Server Management
- Developed internal and external marketing guidelines for marketing
- Collaborated with influencers within the gaming and esports community