

PETER LORD

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Experience

Cruise - December 2016 - July 2020

Other positions held: Autonomous Vehicle Training Associate, AV Trainer Team Lead

Technical Content Producer, Feb 2020 - July 2020

- Served as key liaison for all technical video production, conducted weekly creative reviews with an external design team to produce creative assets for videos.
- 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.
- Partnered with internal and external design team to create mnemonic templates for internal and external teams.
- Managed and produced multiple external Cruise branded videos that were watched over 2 million times.

Internal Communications Manager, March 2019 - Feb 2020

- Managed a weekly internal newsletter with 15 contributors spanning different organizations across the team. This newsletter garnished an open rate of 80% and click rate of 13% which was actively read by over 1,700 employees.
- Worked with engineering to effectively communicate technical concepts to general audience
- Developed weekly and quarterly reports that measured the success of multiple programs and provided executive leadership recommendations for improving programs; these programs include multiple internal newsletters, All Hands, employee recognition program, and creative tasks for All Hands.
- Executive and creative producer of Cruise's weekly All Hands meeting. This weekly event had an average attend of 1500 employees.

Social Media Manager, May 2018 - March 2019

- Partnered with internal and external design team to create assets for website, social media, and internal marketing beats.
- 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.

Product Operations Associate, Nov 2017 - May 2018

- Served as the technical liaison between engineering and contingent workforce, provided our contingent workforce technical updates in a digestible format to effectively complete their day to day tasks.
- Created standardized metric system for tracking contingent workforce goals and KPIs within an internal database to ensure the contingent team could operate effectively and safely while producing accurate test results.
- Wrote technical specifications and documentation for non-technical audience

Autonomous Vehicle Training Supervisor, April 2017 - Nov 2017

- Served as the technical liaison between engineering and contingent workforce, provided our contingent workforce technical updates in a digestible format to effectively complete their day to day tasks.
- Wrote technical specifications and documentation for non-technical audience
- Worked closely with Engineering and Product teams to communicate complicated jargon in an easily digestible terminology

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.
- Maintained policies and vital employee information in PeopleSoft.

Skills:

- HTML
- CSS
- Python
- Javascript
- Github
- Microsoft Suite
- Google Suite
- Creative Writing
- Program Management
- Detail Oriented
- Critical Thinking
- Eager to learn