

# STEPHEN PENDERGRASS

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## CORPORATE COMMUNICATIONS

Multimedia Production | Employee Engagement

### PROFESSIONAL PROFILE

Accomplished Corporate Communications Generalist with 15+ years of experience driving business strategies forward with internal messaging and employee engagement collateral across all media formats—resulting in unified corporate culture, acquisition of high-value contracts of up to \$140M, and deep cost savings of up to \$500K annually.

- **One-person creative communications agency, who dramatically cuts costs** by reducing reliance on 3<sup>rd</sup>-party vendors for management of communications strategies across website, print, and video collateral.
- **Possess deep corporate communications Subject Matter Expertise:** Strategic Communications, Messaging, Corporate Culture, Video Production, Photography, Graphic Design, Website Content, Technical Writing, Analytical Reports, Copywriting, Magazines, Manuals/SOPs, E-learning/Instructional Materials, Branding, B2B Marketing, Employee Engagement, and Global Cultural Awareness.
- **Passionate, responsive, inquisitive, and innovative problem solver** who thrives in identifying issues and collaborating across the enterprise—from ground-level employees to executive leadership—to develop and implement solutions that unify corporate culture and improve critical cost-impacting processes.
- **Produce crisp, concise, and effective content that influences employees and achieves desired outcomes**, including synthesizing complex information into easily consumed material, and developing audience-appropriate content, grounded in cost-efficiency and cross-departmental collaboration.
- **Broad cultural awareness with global experience** developing content consumed by employee audiences in Europe, South America, the Middle East, Asia, and other regions.

### AREAS OF EXPERTISE

Employee Communications – Communications Planning – Messaging – Global Communications Management  
Video Production – Scriptwriting – A/V Production & Live Events – Photography – Graphic Design – Town Halls  
Technical Writing – Content Development – Executive Ghostwriting – Communications Analysis – Analytical Reports  
Change Management – Information Management – Employee Engagement – Instructional Design – UX Design  
Copywriting – Standard Operating Procedures (SOP) – Brochures – Magazines – Manuals – Creative Writing  
Initiative Branding – Marketing Collateral/B2B – Audience Analysis – Cultural Awareness

### PROFESSIONAL EXPERIENCE

#### KARSTONE DIGITAL

2016 to Present

#### FOUNDER & CHIEF DIGITAL CONTENT CREATOR

Provide cost-effective, full-service multimedia communications management consulting services to build or improve communications messaging and content internally, as well as branding for customer-facing content, simplifying communication processes, and serving as content developer/manager. Range of services includes growth of online presence; social media content development and management; custom website development; SEO ranking improvement; copywriting; instructional design and video production; marketing collateral; and graphic design.

#### CONTRIBUTIONS:

- **Grew Karstone to strong revenue growth of an average 250% YoY.**
- **Contributed to driving new and underperforming businesses to achieve aggressive goals**, for example:
  - **Assisted a veterinary practice to achieve 10% increase in revenue growth over previous year** with complete website redevelopment, including SEO ranking improvement for 22 pages, 63% increase of online reviews over previous year, increasing site traffic 30% in just 3 months.

**PARAGON OFFSHORE**

2014 to 2016

**MANAGER OF MULTIMEDIA PRODUCTION**

Reported to the Senior VP of Investor Relations, Strategy & Planning in the development, management, and delivery of corporate/employee communications strategies and multimedia on a global scale across multiple channels for this drilling organization with nearly 4K global employees. Managed and delivered cost-effective multimedia content development with global distribution, including videos (production/scriptwriting); print media (magazines/newsletters/brochures); website/intranet content; photography/image manipulation; graphic/logo design; annual reports; PowerPoint presentations, training materials/e-learning. Collaborated closely with C-suite executives.

**CONTRIBUTIONS:**

- **Delivered significant annual cost savings** by providing full lifecycle in-house project management for communications initiatives:
  - **Saved \$80K annually producing employee/corporate magazines, annual reports**, including content design, development, and production.
  - **Saved \$250K annually in producing 30+ videos per year** for branding initiatives, employee onboarding/training/e-learning materials, and aligning corporate culture.
  - **Shot thousands of photographs and hundreds of hours of video footage to build a media library** used for marketing, employee training, and public relations initiatives.
- **Improved employee engagement with a first-ever employee survey/communications audit.**
  - **Led the development of employee engagement content**, including intranet/town hall messaging; employee magazines; and orientation/onboarding videos.
  - **Key contributions to corporate brand standards guide**, including logo modifications and formulating unified language guidelines for facilities worldwide.
  - **Follow-up survey audit revealed enthusiastic reception and increase in employee engagement** due to implemented communications strategies.
- **Created and managed 100+ content pieces for the SharePoint employee landing page**, with global employee news, executive interviews, KPIs, employee/rig recognition, and safety/contract awards.
- **Developed corporate culture communications strategies** to address problems associated with being a siloed global organization, including creating website and intranet content/messaging; corporate culture unification videos; and employee magazines, both print and digital.
- **Led production of the company's first orientation/company culture videos** for international assets in Brazil, Mexico, Europe, and the Middle East, resulting in improved safety and operational performance.
- **Key video and messaging support for the CEO town hall initiative and branding support** for department leaders in the promotion of numerous successful internal performance programs and initiatives.

**DIAMOND OFFSHORE**

2007 to 2014

**SUPERVISOR OF MULTIMEDIA PRODUCTION**

Reporting to VP of HSSE, managed organizational communications with increasingly strategic responsibilities across all departments and global facilities for one of the largest international offshore drilling organizations and industry leaders in safety and efficiency with nearly 5K worldwide employees. Produced marketing, training, and employee culture videos that contributed to winning contracts, enhancing employee skills, and aligning employee behavior with corporate vision. Built relationships and collaborated with executive leadership and numerous departments, including Health, Safety, Security & Environment; Operations; Human Resources; Learning & Development; Marketing; and Investor Relations. Managed translation of communications content to 12 languages across the global enterprise.

**CONTRIBUTIONS:**

- **Served as Communications SME on multiple committees**, including Website Committee, Intranet Committee, Global Safety Management Committee, and Candidate Recruitment Committee.
  - **Contributed to development of 20+ website sections**, ensuring alignment with corporate values.
  - **Helped create company's first employee intranet**, including content placement and UX/UI design.
  - **Reduced turnover rate over 80% and dramatically improved candidate recruitment outcomes** for high-risk positions in Romania by producing a recruitment video.

**DIAMOND OFFSHORE, CONTINUED:**

- **Delivered significant cost savings** by continually identifying areas in need of improvement within the communications purview and assisted in landing high-value contracts.
  - **Delivered \$150K in annual savings by replacing 3<sup>rd</sup>-party vendor production of e-learning courses** required for annual compliance.
  - **Saved \$200K+ annually by shifting production of approximately 25 videos** from 3<sup>rd</sup>-party vendors to in-house video management.
  - **Helped deliver \$150K+ in annual savings** by supporting the development of the company's own—rather than outsourced— worldwide behavior-based safety program, which also led to reduced incidents and increased employee engagement.
  - **Assisted in landing \$140M contract and saved \$40K by producing related B2B video** in-house.
  - **Cut costs by \$50K by producing a marketing video in-house** to showcase a new, multimillion-dollar training facility that was a key factor in landing multiple contracts.
  - **Reduced employee injuries stemming from rushing through work** by developing an initiative to replace all clocks with new clocks that had the tagline: “Take all you need to do it safely,” including designing clock faces and project managing production of hundreds of new clocks.
- **Conceptualized and launched first-ever safety culture magazine for employees**, with full life-cycle project management—from original concept to worldwide distribution.
- **Key R&D contributions to development of a hands-free tool that eliminated hand injuries on rigs**, including working with rig employees to test iterations and gain feedback in perfecting the tool, then creating training materials that resulted in strong employee buy-in and conversion to new procedure.
- **Promoted through multiple roles, reflecting strong, sustained performance**—starting as a Roustabout, and transferred to corporate headquarters before numerous advancements, including Video Production Specialist, Video Production Coordinator, and Multimedia Production Supervisor.

**EDUCATION & PROFESSIONAL DEVELOPMENT****MASTER’S DEGREE, JOURNALISM**

HARVARD UNIVERSITY EXTENSION SCHOOL

**BACHELOR’S DEGREE, MASS COMMUNICATION & JOURNALISM**

UNIVERSITY OF SOUTHERN MISSISSIPPI

**CERTIFICATIONS:****ANALYTICS & AdWORDS – GOOGLE****CONTENT MARKETING; EMAIL MARKETING; INBOUND; AND GROWTH-DRIVEN DESIGN – HUBSPOT****TECHNICAL PROFICIENCIES**

Adobe Creative Cloud (Premiere Pro, After Effects, Photoshop, Illustrator, and InDesign), SharePoint, Web Development (HTML, CSS, JavaScript), Google Analytics and Content Management Systems (CMS).