

# STEPHEN PENDERGRASS

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## Professional Summary

I'm a seasoned creative professional who knows how to develop and execute communications strategies that improve performance in measurable ways.

## Education

MASTER'S DEGREE | HARVARD UNIVERSITY EXTENSION SCHOOL  
Journalism

BACHELOR'S DEGREE | UNIVERSITY OF SOUTHERN MISSISSIPPI  
Mass Communication & Journalism

## Knowledge at a Glance

### STRATEGIC

Communications Planning and Measurement • Employee Engagement • Audience Analyses • Cultural Audits • Change Management • Knowledge Management • Executive Ghostwriting • Technical Writing • Creative Writing • Editorial Calendars • Town Halls & Meetings • Initiative Branding

### TECHNICAL

Adobe Creative Cloud • SharePoint Intranet • Video Production • UX and Instructional Design • Graphic Design • Photography • Print Production • A/V for Live Events • HTML, CSS, JavaScript

## Most Recent Experience

**KARSTONE DIGITAL** | MAY 2016 - PRESENT

### Owner

Using my extensive experience in communications strategy and tactical execution, I provide consultation and multimedia development assistance to organizations large and small.

### Chief Responsibilities

- Provide counsel to organizational leadership to build or improve communications infrastructures and help them develop cost-effective communications strategies that support critical business objectives.
- Develop, from concept to completion, a wide range of multimedia products- videos, magazines, technical documents, live events, magazines, e-learning, etc.- designed to improve operational performance, simplify procedures, and create an employee culture that mirrors leadership's vision.

## **MANAGER - MULTIMEDIA PRODUCTION | OCT 2014 – APR 2016**

### Paragon Offshore

Paragon Offshore, spun off from Noble Corporation in 2014, is a former S&P SmallCap 600 company and was one of the largest standard-specification drilling companies in the world.

### Chief Responsibilities

- Hired to support the Sr. VP of Investor Relations, Strategy & Planning in the development of communications strategies, associated multimedia, and their implementation on a global scale and across multiple channels

### Short List of Accomplishments

- Supported the creation of and managed the company's SharePoint employee intranet landing page, which reached thousands of employees around the globe with up-to-date news, KPI's, executive interviews, and more.
- Led the company's first international employee communications audit and found dozens of ways to improve communications and employee engagement.
- Led the production of the first orientation/company culture videos for the organization's international assets in locations such as Brazil, Mexico, and the Middle East which led to improved safety and operational performance.
- Provided key support in the development of employee magazines and annual reports, including content creation, project management, budgeting, and distribution.
- Shot thousands of photographs and hundreds of hours of video footage to build and organize the company's media library assets which were critical to marketing, training, and public relations initiatives.
- Provided key support for the company's town hall and global management meetings, and managed the distribution of the content to employees worldwide.
- Provided counsel to several department leaders for the branding of several successful internal performance programs and initiatives.
- Improved aspects of the corporate brand standards guide with regard to word choice and logo use to support leadership's goal of worldwide, corporate language alignment.

## **SUPERVISOR - MULTIMEDIA PRODUCTION | AUG 2007 – SEP 2014**

*PROMOTION/TITLE JOURNEY: ROUSTABOUT, VIDEO PRODUCTION SPECIALIST, VIDEO PRODUCTION COORDINATOR, THEN MULTIMEDIA PRODUCTION SUPERVISOR*

### Diamond Offshore

Diamond Offshore is one of the world's leading deepwater drilling companies. At the time of employment, the company had a market cap of around \$5 billion and was an industry leader in safety and efficiency.

### Chief Responsibilities

- Began career at Diamond Offshore as a Roustabout on an oil rig, then transferred to headquarters to report to VP of HSE. Initially, was chiefly responsible for supporting HSE's worldwide internal communications, but was increasingly entrusted with providing strategic communications and multimedia support to all departments, offices, and assets worldwide.

### Short List of Accomplishments

- Supported the HSE and Operations teams in developing the company's first worldwide behavior-based safety program which led to cost savings, reduced incidents, and safer behavior among employees and third-party contractors.
- Launched the company's first employee-focused safety culture magazine, managing everything from original concept to worldwide distribution.
- Successfully produced critical marketing, training, and employee culture videos to win contracts, enhance employee skills, and align employee behavior with leadership's vision.
- Served as proxy for VP of HSE on the company's official website committee to ensure corporate values related to HSE excellence were represented throughout the site, and served as a proofreader for all departments' content.
- Served on committee to create the company's first robust employee intranet, contributing to strategic content and UX/UI design considerations.
- Served on committee to revamp the company's global safety management system, and was responsible to help ensure that adequate training materials were produced with special emphasis on employee buy-in.
- Served on a committee to help address problems with recruiting qualified candidates in Romania for special, high-risk positions; and went on to produce the multimedia that dramatically improved the recruitment outcomes.
- Served in an R&D capacity on a special committee to develop a "hands-free" tool to help eliminate hand injuries on rigs. The tool was successful went on to be produced by a vendor and is now used by companies all over the world.

### **References**

Available upon request. [Please click here to view my full professional site which includes my portfolio and more...](#)