

Susan Speer

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Award-winning Communication Professional Improving Business Performance With Effective Messages

PROFESSIONAL PROFILE

Accomplished communicator with proven ability to develop, manage and execute communication initiatives that support business objectives and engage target audiences.

Respected innovator and thought leader with an attentive focus on strategy, creativity and results.

Areas of Expertise

- Communication Strategy
- Internal/Employee Communication
- External Communication/Public Relations
- Project/Issue Management
- Relationship/Alliance Management
- Publication/Content Management

CAREER HIGHLIGHTS

Susan Speer Communications – San Antonio Texas (2002 -)

Develops initiatives that connect communication to business results. Works as a consulting partner, project manager or tactical service provider, and integrates with internal or virtual teams. As a freelance writer, creates compelling content that transitions across media channels.

Recent or current projects include:

- Creating a series of corporate case studies for a client in the technology sector.
- Managing media relations to support an international medical society's annual meeting.
- Managing integrated campaigns for new business and new product launches.
- A frequent contributor to magazines, newspapers, professional publications and trade journals.

United Services Automobile Association (USAA) – San Antonio Texas (1994-2002)

Performed successfully in progressive positions, with a focus on Corporate Communication and external marketing initiatives.

USAA Investments, Internet Marketing Project Manager (2001 - 2002)

Led enterprise teams in support of marketing initiatives. Developed and managed online content to promote investment products and services to a diverse audience. Examples include:

- Developing educational content for new investors and creating campaigns to support investment products.
- Managing marketing messages and promotion of Web projects to enhance customer experience.

Result: *Developed and executed key initiatives that changed quickly to respond to the post-9/11 environment that affected the financial services sector and the military market that USAA serves.*

USAA Corporate Communications, Issues Manager/Project Manager (1997 - 2001)

Led project teams for an acclaimed Corporate Communications department. Examples and accomplishments include:

Project Manager for the company's largest corporate growth initiative – concurrent expansion of the headquarters facility and the development of a new corporate location in Phoenix. Led change management initiatives, developed and managed internal and external campaigns and collaborated with Human Resources to communicate personnel, staffing and relocation issues.

More...

Result: *Credibility and open, timely communication were factors in generating positive response from employees, as well as garnering critical support from business and government audiences. USAA was named "Best Company to Work For" by the Phoenix Business Journal, just two years after the company's arrival there.*

Executive Communication Adviser Provided executive counsel on internal and external communication requirements. Led change management initiatives, facilitated leadership dialogue and created grassroots communication channels for front-line employees. Collaborated with management and HR on organizational issues and developed multi-channel messages to convey information about industry, legislative and regulatory issues.

Result: *Effective messages and operational conduits prepared employees and management to respond appropriately to events, from daily operations and business reorganization to natural disasters. Improved morale and trust increased acceptance of complex or difficult messages and renewed enthusiasm and belief in USAA's brand and promise.*

USAA Corporate Communications, Internal Communication Specialist (1994 - 1997)

Created strategies and developed messages to engage employees in business process, reinforce company culture and facilitate organizational change. Used appropriate media channels, including print, video/electronic, live presentations and informal dialogue.

Publications Manager: Managed, edited and provided content for internal corporate publications. Developed and oversaw strategic direction for publications; enforced publication style, standards and guidelines. Managed budget, writers, designers, production teams and contractors. Created measurement criteria to determine audience attitudes and define effectiveness.

Result: *Created a best practices model that shifted corporate perception of internal communication to that of a strategic partnership. Increased message effectiveness and reduced staff spending by developing communication policy and streamlining processes. Administered the company's first enterprise employee communications survey and was a key early adopter of new electronic communication channels as the Internet emerged as a critical business tool.*

OTHER SIGNIFICANT POSITIONS

U.S. Army Public Affairs, Managing Editor

Managed operations and provided content for a publication serving an internal audience:

- Collaborated with military leaders and public affairs staff to create a credible communication channel with appropriate, strategy-driven messages
- Managed budgets, supervised staff and negotiated contracts with service providers
- Created award-winning multi-national/multi-cultural media and business alliances

EDUCATION

Wayne State College (NE) – BS, Journalism/Broadcasting

PROFESSIONAL AFFILIATIONS & ACCOLADES

- International Association of Business Communicators (IABC) (Board Member 2002 – 2006)
- San Antonio Communication Coalition (Member)
- FREELANCE San Antonio (Founder/President)

Awards

- Multiple IABC Bronze and Silver Quill awards
- Texas Public Relations Association "Best of Texas" award
- Association for Women in Communication, Inc. "Proliner" award
- Communication Concepts, Inc. "Apex" award