

MAX MALLOY

STRATEGIC INNOVATION, MARKETING, BRAND, EXPERIENTIAL & DIGITAL LEADERSHIP FOR 25+ YEARS

- Strategic and tactical marketing, brand, communications, experiential and digital planning and implementation
- Departmental oversight including human resource (HR), budget, sponsorships and project management
- Progressive digital marketing expertise specializing in marketing automation, streaming media and CX considerations
- Senior executive-level strategic counsel, reporting and presentation preparation
- Planning, launch and management of online social and intranet communities
- Leadership and supervision of news, design, events, content and tech teams
- Direction of internal communications to cultivate organizational vision, brand culture and engage employee community
- Hands-on web design/development, print publishing and video production

EDUCATION

Ohio University
Bachelor of Science in Communications
Summa Cum Laude

New York University
Film Production Summer Session

CONTACT

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INDUSTRY EXPERIENCE

NORCAL GROUP® **AMD**

TXU energy  **THE TEXAS A&M
UNIVERSITY SYSTEM**

 **OHIO
UNIVERSITY** **COX**
COMMUNICATIONS

Director of Marketing & Brand, NORCAL Group *Austin, Texas. 8/14 - present*

Lead the strategic development and expression of marketing initiatives that deliver the NORCAL Group brand position and customer experience across all relevant agent and insured channels, prospect touchpoints, employee platforms and digital ecosystems.

Translate business development goals, insights, and industry best practices into strategic on-brand marketing concepts and creative deliverables that advance company objectives.

Direct and inspire teams of marketing managers, designers, writers and external partners to deliver solutions for major campaigns, platforms, and projects in a fast-paced environment.

Manage oversight of multi-million dollar marketing budget including human resources, agency management, advertising, sponsorships, charitable giving, travel and major events to optimize processes, improve efficiency and consistently enhance quality.

Senior Manager & Head of Employee Engagement Communications, AMD *Austin, Texas. 9/11 - 8/14*

Defined and directed internal communications strategy for AMD global employee community including online channels, social business solutions and emerging media platforms to enhance executive/brand messaging and employee engagement.

Developed, designed, and implemented targeted creative, interactive content and digital/mobile outreach in alignment with corporate communications and lead editorial managers in promotion of corporate brand, culture and story.

Lead and supervised team of communications managers, multimedia producers and developers responsible for organizational communications, design, information architecture, internal project requests and coordination with global business units.

Associate Director of Communications, Texas A&M AgriLife *College Station, Texas. 5/08 - 9/11*

Worked closely with Office of the Vice Chancellor to develop, manage and implement strategic communications and marketing efforts to enhance the awareness and relevance of the multiple statewide agencies of Texas A&M AgriLife.

Provided senior leadership and budget oversight to unit managers and team members (47 total) responsible for tactical communications, media relations, web development and creative production of projects utilizing leading-edge technology.

Developed and managed internal brand and content guidelines in concert with key statewide stakeholders to ensure appropriate representation and repurposing in online, social media, video, print and external media venues.

Assistant Director of Marketing, Ohio University *Athens, Ohio. 9/02 - 8/08*

Designed and managed Ohio University's online front door presence and produced information architecture, content definitions, user interface design, page hierarchy, typography and branding of top-level sites and pages.

Collaborated with the College of Business to develop and present a thorough web strategy plan for Ohio University's internal and external online objectives to the university president, cabinet and executive-level university constituents.

Supervised and managed web production team in implementation of university-wide online content management system and creative execution of online projects.

Online Production Manager, TXU Communications *Houston, Texas. 4/98 - 8/02*

Developed strategy, architecture and design for a network of 14 online city sites throughout Texas offering social and business profiles and networking, interactive communication tools and a community marketplace while supervising team in charge of all elements of planning, production, development and marketing.

Development Producer, Cox Interactive Media *Pittsburgh, Pennsylvania. 11/96 - 4/98*

Developed, designed and implemented special features for all sections of major media-backed online city site for the greater Pittsburgh metropolitan area and surrounding communities including team management for the authoring of interactive, online content packages and specialty/client-oriented web services.