

# PETER LORD

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## Experience

### Cruise - December 2016 - July 2020

#### **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 with engineering, product, and executives to develop and launch a technical content strategy.
- Produced internal and external company branded videos that were viewed 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 communications programs.
- Executive and creative producer of weekly All Hands meetings where +1,700 employees would attend in person to receive major company updates.

#### **Social Media Manager, May 2018 - March 2019**

- Partnered with internal and external team to create creative assets for website, social, and intranet.
- Developed an editorial calendar that effectively communicated content initiatives and strategy to be carried out on digital marketing platforms.
- Grew social following across owned networks by >70%

#### **Product Operations Associate, Nov 2017 - May 2018**

- Served as the technical liaison between engineering and contingent workforce, provided the contingent workforce technical updates in a digestible format to effectively complete their day to day tasks.
- Created standardized metric system for tracking internal goals and KPIs.
- Wrote technical specifications and documentation for non-technical audience

#### **Autonomous Vehicle Training Supervisor, April 2017 - Nov 2017**

- Managed a team of 4 full time employees and 7 contractual employees
- Served as the technical liaison between engineering and contingent workforce, provided the contingent workforce technical updates in a digestible format to effectively complete their day to day tasks.
- Partnered with engineering and product to write technical specifications and documentation for non-technical audience

*Positions held between Dec 2016 - April 2017 Autonomous Vehicle Training Associate, AV Trainer Team Lead*

#### **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 natural disasters.
- Prepared and maintained highly classified documentation, policies, and information in PeopleSoft.

## Skills:

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

## Projects:

### **BD1, Founder, Apr 2020 - Current**

- Designed and developed a Discord chat bot that was created in Node, JS, CSS, and HTML that supports over 1,000 users
- Utilize Github for code deployment and version control
- Conducted quality assurance to eliminate potential bugs in software

### **Elotalk, Founder, Jan 2016 - Jan 2018**

- Managed a diverse team of journalists, designers, and developers
- Oversaw all technical aspects of project, including launching of multiple linux servers, designing in HTML, CSS, and PHP
- Successfully developed and launched a new esports media brand, reaching over 100K viewers a month