

JOHN C. BROWN

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Innovative, data-driven communications professional who is contagiously enthusiastic about business development and modern marketing strategies that drive internal and external awareness, adoption, and advocacy for brands, organizations and people worldwide.

AREAS OF EXPERTISE

- Strategic Communications Planning
- Public / Partner / Media Relations
- Brand Positioning / Market Intelligence
- Event Strategy and Execution
- Investor / Analyst / Government Relations
- Executive Speechwriting / Storytelling
- Integrated Marketing Strategy and Measurement
- Digital Content Strategy and Execution
- Global Corporate Communications
- Culture and Social Responsibility Communications

RELEVANT EXPERIENCE

Consultant, Regulatory and Investor Relations

Xcel Energy | Denver, CO | Jun 2021 - Present

- Supporting senior leadership team on strategic communications for Advanced Grid and Information Security project that includes installing over 3.5 million smart meters across 8 states by 2024.

Consultant, Marketing Communications

NERC | Washington, DC | Jun 2020 - Apr 2021

- Consulted Chief Administration Officer for North American Electric Reliability Corporation on strategic plan to convert 60% of workforce to permanent remote status following pandemic shutdown.

Global Marketing and Communications Manager, Water Sector

Stantec | Denver CO | Apr 2019 - Apr 2020 | *Global engineering consultancy and architecture firm*

- Led strategy and execution of global brand and business development programs for \$750 million water business line. Developed, managed and executed integrated content marketing campaigns for strategic pursuits.
- Supported regional sales teams with positioning, competitive analysis and market strategy for large-scale infrastructure projects, including coastal restoration, waste-to-energy generation and advanced water treatment.
- Led go to market strategy for FAMS, an intelligent, real-time forecasting tool that helps governments manage complex budget modeling for affordability, capital funding, cost allocations, rate and fee structure development, financial policies and feasibility studies.

Global Communications Manager

Rio Tinto | Denver CO | Feb 2015 - Jun 2018 | *Global mining company*

- Led global communications strategies for employees, customers, communities, governments and other stakeholders for world's second largest mining company.
- Directed branding and marketing strategy for \$600 million business unit with 1,000 customers in 100 countries. Supported commercial sales teams in the Americas, Europe and Asia.
- Led executive communications for business unit leadership headquartered in Denver, California and Singapore.
- Served on global employee communications and media relations steering committees that recently launched purpose branding campaign to 40,000 employees in 18 countries.
- Led cross-functional team in development of digital crop guide for Agriculture market; 118% increase in global revenue.

Senior Communications ManagerCenturyLink | Denver CO | May 2013 - Feb 2015 | *Global telecommunications provider*

- Developed executive-level communications that reached 45,000 employees globally.
- Supported the SVP of HR in developing strategy for Merger & Acquisition transactions that impacted thousands of employees at several organizations in two-year period.
- Developed concepts, content, visuals, scriptwriting and programming for corporate and community events, including annual benefits enrollment, employee wellness programs and diversity & inclusion.
- Supported Corporate Sponsorships with marketing and video content for events with Denver Broncos, Denver Nuggets and Colorado Rockies.

Marketing and Communications ManagerTucson Electric Power | Tucson AZ | Jun 2010 - Jun 2013 | *Government utility provider*

- Appointed by president to six-person Strategic Committee, charged with setting, measuring and communicating corporate objectives, timelines and milestones.
- UX strategist for online account manager and mobile app that automated a dozen customer self-service actions, saving \$400,000 for every 100,000 work units.
- Served on cross-functional Data Center Task Force that attracted \$15M, Tier III facility (\$2M in annual revenue).
- Managed \$500k in corporate sponsorships and branding projects, including IMG and UArizona athletics.
- Strategy and support for social responsibility program that is a two-time Points of Light honoree.
- Managed staff of writers, designers, photographers and web developers on integrated communication projects.
- Accountable for digital marketing strategy that led to 31% increase in web traffic; 65% of customers pay online and 500% increase in social media audience.

Director, Marketing and CommunicationsUniversity of Arizona Foundation | Tucson AZ | Feb 2007 - May 2010 | *Private fundraising nonprofit*

- Message strategy and development with donors, deans and alumni during quiet phase of \$1.5billion Arizona Now Campaign that completed fundraising goal two years early.
- Owned website redesign project and marketing strategy that increased online giving to \$5m in five years.
- Managed all major gift announcements, including the President's Office, Arizona Health Sciences, UA Athletics, College of Science and Eller College of Management.
- Strategy and execution of targeted donor audience campaigns that delivered \$3m in annual revenue.
- Developed concepts, visuals, scriptwriting and programming for all donor events.
- Executive editor and content manager of magazines, annual reports, newsletter and web content, including video and multimedia production.
- Media contact, spokesperson; liaison with University Communications; Phoenix Mars Mission media team.

Additional work history available on request.**EDUCATION**

- B.A. Journalism | Minor: Marketing
University of Arizona, Tucson
- Digital Marketing Certificate
Cornell University

PORTFOLIO

primalscribemedia.com

AFFILIATIONS

- International Association of Business Communicators (IABC), Tucson Chapter | Past President
- Business Marketing Association (BMA) | Member
- American Advertising Federation (AAF) | Past Board Member

TECHNICAL SKILLSETS

- 4DX
- Change Management
- Final Cut Pro
- Adobe Creative Suite
- Marketo
- Campaign Monitor
- CMS systems Kentico, Drupal and WordPress