

# MARK MCELROY

E: mark@markmcelroy.com | creative team leader | content strategist | writer & producer

## SUMMARY

Fourteen years of experience managing content creators. Twenty-one years conceiving and producing strategic content. First-hand knowledge of writing, editing, graphic design, and audio/video production processes. Extensive experience as a writer of award-winning scripts, speeches, and corporate presentations. Author of 15 commercially published books. Reputation as an engaging speaker and effective communicator. Deep insight into how storytelling shapes corporate culture, changes minds, and inspires action.

## SKILLS & EXPERTISE

Creative Team Management • Content Strategy • Writing • Producing • Multimedia Production  
Project Management • Presentation Delivery and Design • Graphic Design • Creativity • Storytelling

## RELEVANT EXPERIENCE

FEDERAL RESERVE BANK OF ATLANTA | Atlanta, GA

<b>Creative Services Director</b>	2015–Now
<b>Manager, Media Production</b>	2012–2015
<b>Human Resources Employee Communications Manager</b>	2008–2012
<b>Audiovisual Specialist</b>	2007–2008

Manage team producing internal and public-facing graphics, photography, podcasts, and videos. Manage relationships with executive office; Research; Community and Economic Development; Retail Payments Office; Supervision, Regulation, and Credit, and the Office of Minority and Women Inclusion. Conceive solutions, define strategies, advise partners, create and maintain processes, and align content.

- Key role in defining Public Affairs Department's objectives; major contributor to 2019 restructuring plan
- Department leader in workflow definition, Asana work tracking system, work capacity monitoring
- Wrote/produced videos for public tour program, board of directors orientation, annual reports, and others
- Director of top media production program in the System; frequent System speaker on effective storytelling

SKYTEL | Jackson, MS

<b>Senior Manager, Distance Learning Group</b>	1998–2002
<b>Director, Corporate Communications</b>	1997–1998
<b>Manager, Training and Employee Communications</b>	1995–1997

Collaborated with senior management to develop brand strategies, key messages, and training solutions for two nationwide product launches. Managed media production team. Wrote and produced company's first multimedia training content. Developed corporate sales training university. Served as single point of contact for the media.

MCELROY MEDIA SERVICES | Jackson, MS

<b>Communications Consultant / Freelance Writer</b>	2002–2007
<b>Corporate Trainer / Tech Writer / Creative Workshop Leader</b>	1993–1995

Created communication strategies for small business owners. Wrote and produced medical product videos. Authored seven "how to" books and hundreds of articles on topics from Apple computers to brainstorming.

## SELECTED PROJECTS

### EXECUTIVE OFFICE COMMUNICATIONS

**Bostic Presidential Announcement Package.** (*Producer*) Led three-person crew creating an award-winning media package (photos, audio and video interviews) introducing Raphael Bostic as the Atlanta Fed president.

**Recession to Recovery: A Decade in Perspective.** (*Contributing Writer/Presentation Designer*) Worked closely with President Lockhart to organize and illustrate his survey of a decade of economic activity in the United States.

**Annual Reports 2014-2019.** (*Creative Lead, Producer, Writer*) Lead team developing multimedia content for the Bank's IABC and Phoenix award-winning annual reports. Write and produce scripts featuring president and other key speakers.

**Upfront Live.** (*Producer/Writer/Host/Presentation Designer*) This employee town hall concept features interaction and compelling visuals. Work with president and first vice president to identify and illustrate content. Host since 2008.

**Holiday Messages.** (*Creative Lead/Producer/Writer*) Conceived, scripted, and produced the president's and first vice president's annual holiday video messages since 2011.

### CULTURAL & EDUCATIONAL PROGRAMMING

**The Values Project.** (*Creative Director/Producer/Writer*) Guided effort to refresh corporate values. Produced media supporting roll-out and Bank-wide event. Authored the Bank's official values language. Co-authored *PR News* summary.

**Talk Show/Just a Minute.** (*Creator/Executive Producer*) Created *Talk Show* ("No slides. No notes. No edits. Let's Just Talk!") and *Just a Minute* – two series designed to teach stronger communication skills to employees.

**Director Orientation.** (*Writer/Producer*). This Phoenix award-winning orientation video package has been praised and utilized by two other Federal Reserve districts. A 2019 update earned letters of praise from board members.

**The Boardroom Experience.** (*Writer/Producer*). This eight-minute feature delivers an engaging, approachable summary of the Bank's monetary policy role to guests touring the museum and boardroom.

**Telling Our Story.** (*Writer/Producer*) IABC and Phoenix award-winning series used awkward interactions to promote employee responses to public misconceptions about the work of the Bank.

**Presentations and Workshops.** Given more than 1200 presentations since 1992. Contributed to more than 245 presentations and delivered more than 100 presentations at the Atlanta Fed. Since 2017, delivered "Secrets of Successful Storytelling" to conferences and audiences across the System and at the Southern Company. Delivered "Powerful Presentations" more than a dozen times System-wide. Taught communication and multimedia development workshops for Retail Payments Office and Supervision, Regulation, and Credit.

## EDUCATION

UNIVERSITY OF SOUTHERN MISSISSIPPI | Hattiesburg, MS

1987

### M.A. | Writing Theory and Creative Writing

Founded the school's computer-aided writing program; completed degree requirements for two MA programs.

UNIVERSITY OF SOUTHERN MISSISSIPPI | Hattiesburg, MS

1985

### B.A. | Creative Writing

Graduated with highest honors with degree from the prestigious Center for Writers.