



STAN CHAMBERS JR.

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IMPACTFUL STORYTELLER

Agile leader leading global content initiatives within HR function.
Passionate about using words, pictures, video, and graphics to create brand voice, tone, and stories that result in increased audience, understanding, and revenue.

POWER SKILLS

Critical Thinking | Written & Verbal Communication | Change Management | Curiosity | Creativity |
Building Authentic Relationships | Maintaining Trust | Leadership | Project Management |
Adaptability | Managing Up | Emotional Intelligence | Team Management

PROFESSIONAL EXPERIENCE

HR Content & Knowledge Manager

Gilead Sciences | Raleigh, NC

10/2023 – Present

Lead global internal content campaigns for international pharmaceutical company.

- Drive content strategy for HR function by utilizing landing pages, newsletters, email, video, and other tactics to foster employee self-service.
- Created and executed a multi-tiered stakeholder plan fostering awareness and collaboration with executives and other leaders throughout global HR function.
- Execute content audits and other qualitative exercises to enhance SEO, presentation, and quality of thousands of HR articles.
- Maintain company's intranet on the ServiceNow platform.
- Key contributor in multiple workstreams to company's intranet redesign.

Content Strategy & Innovation Manager

GSK | Durham, NC

5/2022 – 6/2023

Managed internal content initiatives for international pharmaceutical company.

- Increased retention, engagement, and sustainment of employee professional development through gamification.
- Garnered excitement for division priorities through engaging and creative video. Efforts earned two company global recognition awards.
- Led pilot analyzing SEO results to increase DTC organic awareness, visibility, and online market share.

Advocacy Communications Manager

North Carolina Healthcare Association | Cary, NC

11/2019 - 5/2022

Increased brand presence for major healthcare nonprofit.

- Conceived and launched content hub that helped change public perception of healthcare workers during the pandemic.
- Created external communications plan that achieved longstanding organization goal of expanding Medicaid.
- Executed video strategies that doubled applications for organization's diversity leadership program, raised over \$200K to support healthcare workers during the pandemic, and more than doubled social media engagement.
- Elevated executive communications through impactful video creation, speech & op-ed writing.
- Drafted organization's equity statement, which included "racism is a public health crisis" line that gained prominent media coverage.

Project Manager

Straightaway Health Careers | Morrisville, NC

6/2019 - 11/2019

Launched healthcare resource website.

- Mapped and designed 20-page website for CNAs based on user experience, feedback, and analytics.
- Managed remote website developer, logo designer, and three writers.
- Assigned and edited 30+ articles. Also arranged SEO workshop to increase article organic reach.
- Coordinated multiple video shoots, from location and travel logistics to conducting interviews.
- Oversaw project budget. Website was launched on time and under budget.

Senior Content Manager

Oracle NetSuite | Durham, NC

10/2018 - 4/2019

Supervised lead generation content creation for Fortune 100 B2B SaaS company.

- Led three-person team creating social media, writing, and podcasting content.
- Created and edited product marketing content, including newsletters, white papers, blog posts, customer success stories, email campaigns, and social ads.
- Managed multiple content calendars.
- Wrote SEO-optimized blog posts and customer success stories.

Digital Executive Producer

10 Tampa Bay | St. Petersburg, Fla

7/2017 - 8/2018

Increased website and social media traffic in top 20 news market.

- Directed four-person content team. Station ranked top five within 68-station group for online engagement during shift.
- Boosted traffic to station's monetized digital properties by 20% and grew YouTube subscribers by more than 500%.
- Led digital initiatives for major local events, including the NHL playoffs and coverage of a serial killer.

Digital Content Director

WINK News | Fort Myers, Fla

7/2015 - 7/2017

Launched newsroom digital team that outperformed larger network peers.

- Grew station into dominant digital market leader through strategic and creative use of content, increasing newsroom social media use from 15% to 100% and enhancing quality of social media posts.
- Hired, trained, and mentored five direct reports, cultivating a team often first and accurate with breaking news.
- Redesigned station website, which earned 'Best Website' finalist honors, and designed station's mobile app. Overall website page views increased 84% and users grew 88% following redesign.
- Led successful digital content strategies for major news events, including on-site coverage of the Democratic and Republican national conventions.

ADDITIONAL PROFESSIONAL EXPERIENCE

Director of Communications, Parents for Educational Freedom in North Carolina

Web Editor, WRAL News

Reporter, The News & Observer

Reporter, The Daily Reflector

EDUCATION

Bachelor of Arts, Communications | Fairleigh Dickinson University