



# STAN CHAMBERS JR.

[stanchambersjr.com](http://stanchambersjr.com) | Durham, NC | [stan@stanchambersjr.com](mailto:stan@stanchambersjr.com) | (919) 641-0469 | [linkedin.com/in/stanchambersjr/](https://www.linkedin.com/in/stanchambersjr/)

---

## COMMUNICATIONS & CONTENT LEADER

Executive, internal, and external strategic storyteller who has achieved success through cross-functional collaboration. Efforts have enhanced organizational culture and increased brand awareness. Passionate about using words, pictures, video, and graphics to create brand voice, tone, and stories that result in increased audience, understanding, and revenue.

### Core Competencies Include:

Storyteller | Content Strategist | Content Creator | Project Manager | Thought Leadership Strategist | Internal Communications Strategist | External Communications Strategist | People Manager | Public Affairs | Media Relations | Strategic Advisor

## PROFESSIONAL EXPERIENCE

### HR Content & Knowledge Manager

Gilead Sciences | Raleigh, NC

10/2023 – Present

Leading intranet content strategy for international pharmaceutical company.

- Collaborating with global teams to create content campaigns supporting human resources initiatives.
- Leading qualitative exercises to enhance content effectiveness and user experience, including content audits and usability studies.
- Playing strategic role in multiple workstreams for company's intranet redesign.

### Content Strategy & Innovation Manager

GSK | Durham, NC

5/2022 – 6/2023

Enhanced internal content initiatives for international pharmaceutical company.

- Increased retention, engagement, and sustainment of employee professional development through gamification.
- Garnered excitement for division priorities through creation of 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 a content hub that helped change public perception of healthcare workers during the pandemic.
- Created external communications plan that helped achieve longstanding organization priority to expand 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 content creation (video, 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

Led launch of 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 the 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 high within company for online engagement during shift.
- Boosted traffic to station's monetized digital properties by 20% and 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 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.

### **Web Editor**

WRAL News | Raleigh, NC

12/2013 - 7/2015

Managed online content for one of the country's most visited local news websites.

- Created high quality written and video content for web and social media.
- Improved workflows through multi-department collaboration.
- Made quick and accurate decisions in high-pressure breaking news situations.
- Efforts increased website traffic and social media engagement by more than 20%.

### **Director of Communications**

Parents for Educational Freedom in North Carolina | Raleigh, N.C

2/2011 - 12/2013

Led internal, external & executive communications efforts catapulting an unknown organization into an industry leader.

- Partnered with legislators, community leaders, and subject matter experts to develop content that increased brand recognition, constituent engagement, and drove media coverage.
- Created and ghostwrote thought leadership content, including opinion pieces, talking points, newsletters, videos, graphics, presentations, blogs, and speeches, resulting in organization president becoming a national industry expert.
- Produced a first-of-its-kind report detailing a county-by-county breakdown of private school tuition and public-school spending that was critical in driving legislative support and passage of historic education legislation.

**ADDITIONAL PROFESSIONAL EXPERIENCE**

The News & Observer, **Reporter** | The Daily Reflector, **Reporter**

**EDUCATION**

**Master of Business Administration, Marketing (in progress)** | Louisiana State University - Shreveport  
**Bachelor of Arts, Communications** | Fairleigh Dickinson University