

# MAX MALLOY

## STRATEGIC INNOVATION, EXPERIENTIAL & DIGITAL LEADERSHIP FOR 25+ YEARS

- Strategic and tactical marketing, brand, communications, experiential and digital planning and implementation
- Departmental oversight including human resource (HR), budget, sponsorships and project management
- Progressive digital marketing expertise specializing in marketing automation, streaming media and CX considerations
- Senior executive-level strategic counsel, reporting and presentation preparation
- Planning, launch and management of online social and intranet communities
- Leadership and supervision of news, design, events, content and tech teams
- Direction of internal communications to cultivate organizational vision, brand culture and engage employee community
- Hands-on web design/development, print publishing and video production

## EDUCATION

Ohio University  
*Bachelor of Science in Communications*  
*Summa Cum Laude*

New York University  
*Film Production Summer Session*

## CONTACT

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## INDUSTRY EXPERIENCE



### **Assistant Vice President of Enterprise Digital Experience, ProAssurance** *Austin, Texas. 5/21 - present*

Thoughtfully merge technology, research insights, business data, and creativity to optimize business touchpoints and build deep connections that intelligently anticipate and meaningfully meet customer needs through personalized solutions, connected channels and contextualized content.

Provide leadership and management to Enterprise Digital Experience team and ensure their work in the realm of project planning, platform development, user experience, "Insurtech"/industry research, and operational technology advisement are achieving desired transformational results.

Direct and inspire teams of marketing managers, designers, writers and external partners to deliver solutions for major campaigns, platforms, and projects in a fast-paced environment.

Manage oversight of multi-million dollar marketing budget including human resources, agency management, advertising, sponsorships, charitable giving, travel and major events to optimize processes, improve efficiency and consistently enhance quality.

### **Director of Marketing & Brand, NORCAL Group** *Austin, Texas. 8/14 - 5/21*

Lead the strategic development and expression of marketing initiatives that deliver the NORCAL Group brand position and customer experience across all relevant agent and insured channels, prospect touchpoints, employee platforms and digital ecosystems.

Translate business development goals, insights, and industry best practices into strategic on-brand marketing concepts and creative deliverables that advance company objectives.

Direct and inspire teams of marketing managers, designers, writers and external partners to deliver solutions for major campaigns, platforms, and projects in a fast-paced environment.

Manage oversight of multi-million dollar marketing budget including human resources, agency management, advertising, sponsorships, charitable giving, travel and major events to optimize processes, improve efficiency and consistently enhance quality.

### **Senior Manager & Head of Employee Engagement Communications, AMD** *Austin, Texas. 9/11 - 8/14*

Defined and directed internal communications strategy for AMD global employee community including online channels, social business solutions and emerging media platforms to enhance executive/brand messaging and employee engagement.

Developed, designed, and implemented targeted creative, interactive content and digital/mobile outreach in alignment with corporate communications and lead editorial managers in promotion of corporate brand, culture and story.

Lead and supervised team of communications managers, multimedia producers and developers responsible for organizational communications, design, information architecture, internal project requests and coordination with global business units.

### **Associate Director of Communications, Texas A&M AgriLife** *College Station, Texas. 5/08 - 9/11*

Worked closely with Office of the Vice Chancellor to develop, manage and implement strategic communications and marketing efforts to enhance the awareness and relevance of the multiple statewide agencies of Texas A&M AgriLife.

Provided senior leadership and budget oversight to unit managers and team members (47 total) responsible for tactical communications, media relations, web development and creative production of projects utilizing leading-edge technology.

Developed and managed internal brand and content guidelines in concert with key statewide stakeholders to ensure appropriate representation and repurposing in online, social media, video, print and external media venues.

### **Assistant Director of Marketing & Web Manager, Ohio University** *Athens, Ohio. 9/02 - 8/08*

### **Online Production Manager, TXU Communications** *Houston, Texas. 4/98 - 8/02*

### **Development Producer, Cox Interactive Media** *Pittsburgh, Pennsylvania. 11/96 - 4/98*