

# Joel Shuler

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## Summary

Communications and change management specialist with 25+ years of experience in internal communications, strategic messaging, and employee engagement. Strong background in project and program management, executive communication, and content development across diverse industries. Proven ability to lead communications efforts that drive clarity, engagement, and business alignment.

## Core Competencies

- Internal Communications
- Change Management
- Employee Engagement
- Executive Communications
- Writing, Editing, Copywriting, Storytelling
- Content Strategy
- Project Management
- Stakeholder Communication
- Intranet & Social Content
- Communication Planning

## Tools & Platforms

Microsoft 365 (Word, Excel, PowerPoint, Teams), SharePoint, Webex, Slack, Zoom, Canva, Microsoft Engage, Workday

## Professional Experience

### Marketing & Communications Manager

Channel Impact (Cisco contract), Remote | Dec 2024 – Present

- Provide internal communication strategy and content development supporting Cisco HR.
- Manage communications for company-wide initiative focused on Cisco's new Guiding Principles.
- Partner with leadership to deliver clear, consistent messaging across multiple platforms.

### Internal Communications Specialist, Lead Content Strategist

Conduent, Remote | Sep 2022 – Feb 2024

- Created content and messaging strategies for internal channels including SharePoint and Slack.
- Wrote executive messages and internal communications to align with company goals.
- Developed content for internal social platforms and supported internal events.

### Senior Program/Project Manager, Communications & Change Advisor

USAA, Remote/San Antonio | Aug 2018 – Sep 2022

- Delivered communication and change management support across Property & Casualty business.
- Wrote and edited communications including talking points, email campaigns, and intranet articles.
- Supported regulatory and compliance initiatives; helped reduce contact center compliance issues by 15–20%.

### Corporate Writer

Zachry Group, San Antonio | Nov 2015 – Aug 2018

- Wrote and edited internal/external content including employee magazine and executive messages.
- Communicated construction and engineering project milestones across business units.

## **Publisher & Editor**

Natural Awakenings Magazine, San Antonio | Jul 2012 – Nov 2015

- Owned and managed monthly magazine publication and distribution (16,000–19,000 copies/month).
- Led editorial, advertising, marketing, and team coordination; grew ad revenue by 35%.

## **Senior Communications Partner**

USAA, Corporate Communications, San Antonio | Aug 2005 – Jul 2012

- Led internal communications for HR, Ethics, Real Estate, and Corporate Services, including executive leadership communications support.
- Developed content for benefits, wellness, and DEI initiatives; communications lead for successful 2006 C. Everett Koop National Health Award for USAA's health and wellness programs.
- Managed communications for two major USAA retirement plan changes and several annual benefits enrollment periods.

## **Senior HR Analyst, Benefits Administrator**

Lower Colorado River Authority, Austin | Jul 2004 – Aug 2005

- Managed benefits administration for medical, dental, EAP, and insurance programs.

## **HR Communications Specialist**

Lower Colorado River Authority, Austin | Apr 2001 – Jun 2004

- Led change communications for major retirement program change, LCRA's Retirement Choice project. Resulted in more than 90% of employees making an active election between one of two retirement programs. The project won several national internal communications awards.
- Managed annual benefits enrollment communications, other benefits, HR communication initiatives.

## **Public Information Specialist**

Lower Colorado River Authority, Austin | Aug 1999 – Jan 2001

- Managed employee weekly newsletter, worked as managing editor for LCRA's monthly publication, and wrote internal communications for executives.

## **Marketing & Communications Director**

YMCA of Austin, Austin | Sep 1998 – Aug 1999

- Developed membership and PR campaigns; wrote newsletters, program guides, and press materials.

## **Communications Specialist**

Texas Historical Commission, Austin | Aug 1997 – Sep 1998

- Produced content for press releases, brochures, grant materials, and web copy.

## **Reporter/Staff Writer**

San Angelo Standard-Times, San Angelo | Dec 1994 – Apr 1997

- Created news and feature stories for daily newspaper; earned two statewide journalism awards.

## **Education**

Master of Arts, Journalism | University of Colorado, Boulder

Bachelor of Arts, History | McMurry University, Abilene, Texas