

# HOWARD FRIEDENBERG

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## PROFESSIONAL SUMMARY

Strategic internal communications professional who develops and implements innovative ideas to support corporate programs and initiatives, such as video and social media.

Works effectively with C-level executives to ensure strategic alignment on key messages. Recognized for ability to build strong relationships across the organization and influence direction of communications with all levels of management in a relevant and genuine way.

## PROFESSIONAL EXPERIENCE

SILICON IMAGE, INC., Sunnyvale, CA 2012 – Present  
**Training & Communications Manager**

Established and maintain internal communications presence for 600+ worldwide employees.

### Key Initiatives:

- Owner of quarterly All Hands presentations, highlighting company news and financials
- Developed, scripts, produces and edits monthly internal video program featuring the CEO
- Creation and maintains Intranet site, with focus on HR Benefits and Compensation
- Streamlined and facilitates quarterly worldwide employee Recognition Awards program
- Created and promotes “Sweet Wednesdays” and “Fun Fridays” to increase employee morale
- Staff photographer for company events, new products and redesign/shooter of company badges

HB MEDIA, Fremont, CA 1997 – Present  
**Owner / Employee Communications Consultant**

Independent contractor providing unique ideas (such as the acclaimed [WeAllNeedJobs.com](http://WeAllNeedJobs.com) billboard campaign), for individuals, and small to large companies.

### Key Services:

- Social Media & Website Development: From creation and execution, to maintenance and support
- Freelance Photography: Corporate events and "business-casual" outside/studio headshots
- Geek Training: MAC/PC basics, mobile devices and electronic gadgets
- Audio Engineering: Podcast capture and archiving rare analog/vinyl recordings

BLUE COAT SYSTEMS, Sunnyvale, CA 2011 – 2012  
**Video Production Manager (Contractor)**

Produce timely, impactful on-demand training and enablement videos for the global sales team.

### Major Accomplishments:

- Developed “BCU-TV” (Blue Coat University TV), a video channel, from the ground up
- Determined budget and purchased all audio-video gear to meet project requirements
- Full pre and post-production of short, effective videos with quick turnaround time
- Convert and upload videos in multiple formats for anytime access, on any device

SUN MICROSYSTEMS, INC.,

Mountain View, Milpitas, Newark, Menlo Park and Santa Clara, CA

1986 – 2010

**Sr. Employee Communications Specialist (1994-2010)**

Key owner of creative direction and production support for the global employee infrastructure. Communicated strategic organizational messages utilizing the web, audio, video and photos.

Major Contributions:

- Designed, created and maintained company web portals targeted to 30,000+ employees
- Managed production of weekly CEO and monthly CTO video program by converting show to various formats so on-demand mobile replay was available on all devices
- Produced HR All Hands podcasts and coordinated distribution for consistent messaging
- Staff photographer for large events, product introductions, senior executive portfolios
- Scripted, produced and directed award-winning video showcasing Worldwide Operations

**Worldwide Operations Training Supervisor (1988–1994)**

- Developed coursework and stand-up trainer for HTML, web design and various classes
- Originated, developed and facilitated quarterly Quality Award recognition program

**Documentation Specialist / ECO Analyst (1986–1988)**

- Documented printed circuit board changes and determined impact to manufacturing
- Created operating procedures and trained personnel to ensure consistent bill of materials throughout worldwide manufacturing facilities

**ADDITIONAL WORK HIGHLIGHTS**

- Event management for global events, including annual summits and quarterly meetings
- Traveled to Hong Kong and Taiwan to train and implement document control procedures
- Coordinated five successful worldwide “Diversity Faire” events within six years
- Maintained Communications Lab servers to support critical HR information archives
- Provided voice-over talent for many on-air radio and television advertisements
- Acted as master of ceremonies at over 400 events throughout the Bay Area
- Created customized graphics suite for CD and DVD professional projects

**TECHNICAL SKILLS**

Proficient with Microsoft Windows Office, SharePoint, Adobe Photoshop and Premier Elements, MAC OS X, HTML, UNIX, OpenOffice, QuickTime Pro and other current editing software programs. Capable of minor repair of personal computers, laptops and low to high-end servers. Electronics maven with hand-held gadgets and high-tech components.

**PROFESSIONAL DEVELOPMENT**

Attended numerous conferences and seminars including; Web 2.0, Strategic Communicating, Beyond the Hype – The Road Map for Social Media, Utilizing Facebook & Twitter for Business.