

ELWOOD “WOODY” GOULART

Las Vegas, NV 89144 (702) 845-5331
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MARKETING, SALES, AND CORPORATE COMMUNICATIONS PROFESSIONAL

- Senior communications and marketing leader specializing in integrated and external communications, marketing messaging, and technology platforms for multicultural audiences
- Demonstrated success in cause marketing, corporate, educational, financial, military, and medical mental health lines of business in major metropolitan markets
- Possess a solid reputation for coaching and training C-suite executives on business communication, personal/organizational branding, and, digital presence
- Direct sales and consultative sales experience. Excellent in building one-to-one relationships that lead directly to sales successes.

Areas of expertise:

- Intranet and website development
- Employee orientation and training
- Print media creation and operations
- Curriculum design and development
- Enterprise information security education
- Employer brand reputation development
- Content management
- Digital marketing and social media

Technical skills: Adobe Creative Suite, Jive Software, Microsoft Office Suite, SharePoint, WordPress, Email marketing, ExpressionEngine, Drupal, social media channels (Facebook, Google+, LinkedIn, Pinterest, Twitter.)

EXPERIENCE

B COM, LLC, Las Vegas, NV

(2015 – present)

Director, Business to Business Communications

Founder and leader directing and launching websites on a contract basis for business and professional clients. Track record of service includes clients in the states of California, Florida, Texas, and Washington. See portfolio and services offered at <http://business2business.vegas>

- Empower senior executives with digital savvy not previously attainable by them.

MUFG UNION BANK, San Francisco, CA

(2013 – 2016)

Vice President Corporate Communications

Leadership team role directing and launching upgraded corporate intranet for 14,000 employees in the Western Hemisphere.

- Overcame challenges created by merger of two banks with disparate cultures and provided leadership to create cross-cultural employee engagement and satisfaction for the new bank.

STAGNARO MARKETING, Boulder Creek, CA

(2010 – 2013)

Executive Consultant

Provided editorial services, online training/advice/counsel, and, project management to senior executives of small- and medium-sized companies to win audiences with latest digital technology.

- Empowered senior executives with digital outreach savvy not previously attainable for them.
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EXPERIENCE (continued)

DRT STRATEGIES, Washington, DC area (2011)

Senior Consultant

Provided writing services, advice/counsel, project management, and day-to-day leadership for integrated communication services team members with little previous consulting experience.

- Satisfied this federal client by adding much-needed strategic communications perspective and intensive professional background to an inexperienced team in Washington, DC.

BOOZ ALLEN HAMILTON, Washington, DC area (2008 – 2010)

Senior Consultant

Consulted senior executives on technology and communications strategies to enable transparency and launch worldwide corporate intranet to serve 20,000 employees, increase engagement, and initiate global silo elimination.

- Strong positive outcome in Department of Defense social marketing outreach campaign (“Real Warriors”) by creating interactive engagement platforms resulting in improved mental health profiles of military service members and their families post Iraq and Afghanistan active duty.

SUMMIT MARKETING, Washington, DC area (2006 – 2008)

Journalist and Managing Editor

Spearheaded external communications, revitalized US Army headquarters national print and online advocacy journalism (“Freedom Team Salute”) and influenced/enhanced public opinion of US Army during early years of Iraq and Afghanistan wars.

- Accomplished difficult task of impressing seasoned military officers and Senior Executive Staff at the Pentagon by bringing mature counsel and authentic consulting tactics replacing typical business as usual whenever civilians are plunged into the federal culture of the military.

UNIVERSITY OF MARYLAND, Baltimore/Washington, DC area (2005 – 2011)

Adjunct Professor

Provided international online and local Washington, DC area classroom training in business and professional communications.

- Courses included Public Relations, Business Writing, Speech Communication, and Writing for Managers.

Previously taught at the University of New Haven, CT; University of Louisville, KY; and Indiana University, Bloomington, IN.

EXPERIENCE (continued)

AARP, Washington, DC

(1995 – 2006)

Communications Manager

Served in several key roles of increasing responsibility in communications management of social cause marketing and worldwide outreach from Washington, DC nonprofit headquarters including speechwriter, digital editorial manager, and speechwriting manager.

- Provided volunteer management efforts at national events. Conducted platform training and strategic/tactical coaching for dealing with hostile media for senior C-suite executives.

Experience prior to 1995:

Held positions of increasing responsibility in business management and programming content management within major media market cable TV systems in Boston and Phoenix metropolitan regions both of which included local volunteer management.

PROFESSIONAL DEVELOPMENT

Ph.D., Communication, INDIANA UNIVERSITY, Bloomington, IN

M.A., Communication, HUMBOLDT STATE UNIVERSITY, Arcata, CA

B.S., Journalism, CAL POLY STATE UNIVERSITY, San Luis Obispo, CA

Memberships:

Las Vegas WON Rotary Club (Current) – Las Vegas community engagement experience.

INTERNATIONAL ASSOCIATION OF BUSINESS COMMUNICATORS (IABC), Las Vegas, NV

Chapter President (2015 – 2016)

Vice President Electronic Communications (2012 – 2013)

- Served as web strategy leader and webmaster.
 - Provided professional writing/editorial management and digital marketing services.
 - Trained and coached Las Vegas volunteers (local business leaders).
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