

# GENTRY BENNETT

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## PROFESSIONAL EXPERIENCE

### BLUE SHIELD OF CALIFORNIA | OAKLAND, CALIFORNIA

#### Senior Internal Communications & Editorial Specialist (May 2021 - present)

- Oversee editorial strategy for all internal communications including oversight of content calendar and all-employee emails
- Serve as editor-in-chief of daily newsletter to 7,500+ employees with a 75% average open rate
- Lead internal communications for corporate citizenship, employee volunteerism and giving, and wellness programs
- Write and edit blogs, emails, newsletters, and event promotion for internal clients
- Manage annual internal communications survey, leveraging data to evolve communications strategy and execution

### DOLBY LABORATORIES | SAN FRANCISCO, CALIFORNIA

#### Global Communications Associate Manager (July 2020 - April 2021)

- Managed PR and social media programs from strategy to brief to approval and executions, including agency management
- Piloted first-of-its-kind PR approach via a consumer survey commissioned by Dolby, resulting in 200+ media hits globally
- Led corporate awards applications, generating placement on Fast Company's Most Innovative Music Companies 2021 list
- Served as PR lead for the launch of Mastering on SoundCloud, Powered by Dolby, garnering 25+ media hits at launch
- Led marketing culture team, fostering inclusion, diversity, and fun for 125+ global marketing employees

#### Global Communications Specialist (January 2019 - July 2020)

- During COVID-19, led Chief Marketing Officer internal communications to 125+ global marketing employees
- Led Dolby Cinema PR campaigns for major events and releases such as The Oscars, Marvel, and Star Wars films
- Earned over 250 pieces of coverage in outlets such as Bloomberg, CNET, Entertainment Weekly, IGN, and more
- Led company awards program, resulting in placement on Fast Company's Most Innovative Music Companies 2020 list

#### Global Communications Coordinator (October 2017 - December 2018)

- Initiated and led first-of-its-kind college outreach program for Dolby, hosting a 200+ person screening for student journalists
- Managed summer intern's daily work priorities and cross-functional duties
- Supported consumer initiatives including publicity for films such as *Black Panther* and *A Star is Born*

#### Product Public Relations Intern (May 2017 - October 2017)

- Planned and managed a two-day event for 40+ global journalists at Dolby HQ
- Developed and presented PR strategy for Dolby Cinema openings across top U.S. cities

### ELECTRONIC ARTS (EA) | REDWOOD CITY, CALIFORNIA

#### Social Media & Live Stream Management Intern (May 2016 - August 2016)

- Planned multimillion viewer live streams for industry events EA Play and Gamescom
- Used Tracx and Spredfast to write 20+ reports for Star Wars Battlefront, Titanfall, mobile games, and more

### SOUTHWEST AIRLINES | DALLAS, TEXAS

#### Social Business Intern (May 2015 - August 2015)

- Reached over 400 employees daily through production of Listening Center Shift Brief
- Curated monthly competitive analysis reports from Radian6, Oracle, and Google Analytics

## EDUCATION

### OHIO UNIVERSITY '17

Bachelor of Science in Journalism

Strategic Communications Major | Social Media Certificate

### UNIVERSITY OF ARIZONA GLOBAL CAMPUS

MBA Candidate

Expected Graduation: August 2023