

AUBREY GROSS

STORYTELLER & DOT CONNECTOR

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SKILLS

Storytelling

Writing

Communications

Executive Thought Leadership

Web Accessibility

Sense of Humor

Seeing Possibilities

Leadership

Adaptability

Video Editing & Production

Connecting Dots

EDUCATION

MASTER OF ARTS

Writing Popular Fiction
Seton Hill University
2008

BACHELOR OF ARTS

General Studies
Communication Studies, Business
Management, Women's Studies
University of North Texas
2004

I'm a lifelong storyteller with a knack for not only making emotional connections, but also connecting the dots. Lots of people like to say they "think outside of the box;" I'm going to be honest: I'm not even sure where the box is.

PROFESSIONAL EXPERIENCE

ENGAGEMENT CONTENT, GLOBAL PARTNER MARKETING

Cisco, Inc. | April 2022 - Present

Since my transition to a full-time employee as the Engagement Content Lead for Global Partner Marketing in April of 2022, I have taken on a significant role in steering and contributing to several key initiatives, such as:

- Strategically developed and executed comprehensive Global Partner Marketing Communications Strategies for fiscal years 2023 and 2024, ensuring uniform messaging.
- Spearheaded content strategy for the Cisco Partner Blog, leading it to become the most active platform in FY23 with 161 posts, up 5.92% from FY22.
 - Boosted unique visitors by 5.1%, outperforming the aggregate growth of 3.789% across all Cisco blogs, evidencing successful strategic content alignment and promotion.
 - Achieved superior engagement metrics with a Bounce Rate of 40% and Click Through Rate of 57%, surpassing Cisco blog averages of 48% and 46%, respectively.
- Teamed up with cross-functional teams to design and implement a streamlined blog submission workflow, incorporating a standardized template and integrating SharePoint for automated submission notifications to enhance stakeholder engagement.
- Led the stewardship and strategic evolution of the Global Partner Marketing (GPM) Editorial Content Calendar, overseeing its maintenance and directing the seamless transition from Smartsheet to AirTable to enhance collaboration and efficiency.
 - Successfully implemented AirTable within a rapid 60-day timeframe, including the integration of advanced reporting dashboards and a streamlined blog request form to optimize project management, content tracking, and messaging alignment.
 - Curated high-quality content across various communication platforms to elevate brand presence and foster cohesive partner engagement.
- Collaborated proactively with communications teams across Cisco, orchestrating efforts to guarantee alignment in messaging and adherence to legal compliance, thereby upholding the company's brand integrity and mitigating risk.
- As an active member of the Sustainability Messaging Guidance Council, I contributed to shaping and steering our organization's sustainability narrative, ensuring that our communications reflect our commitment to environmental responsibility and align with global best practices.
- As a vital contributor to the Cisco Partner Launch Experience team, I oversaw essential strategic communications and vendor management.

AUBREY GROSS

TECHNICAL SKILLS

Adobe Creative Cloud

HTML & CSS

WordPress

MS Office

Trello

iMovie

Canva

AirTable

Notion

ACHIEVEMENTS

SPEAKER

SXSW Interactive

Flash? F Bomb or Da Bomb? –
Flash and web accessibility
2012

PUBLISHED AUTHOR

Self

2008-Present

VOLUNTEER EXPERIENCE

AMBASSADOR OF HOPE

Life Gift/Donate Life Texas
2018-Present

DONATE LIFE VOICE

Donate Life America
2015-Present

UNOS AMBASSADOR

United Network for Organ
Sharing
2015-Present

PROFESSIONAL EXPERIENCE *continued*

- Crafted and executed strategic executive communications and thought leadership initiatives for senior GPRS and GPM executives. Responsibilities included creating compelling [content for blogs](#), developing persuasive talk tracks, curating tailored social media kits, and designing impactful slide decks to bolster executive presence and drive key messaging.
- Led a cross-departmental initiative to create comprehensive Partner Favoritism guidelines and supporting documentation, directing partner marketers on upholding fairness and impartiality, thereby guaranteeing an equitable and unbiased approach in all partner engagements and marketing tactics to prevent any semblance of favoritism.

One of the things I love most about Cisco is the ability to get involved via volunteer opportunities and stretch assignments. Since joining Cisco as a full-time employee, I've had the joy of working alongside some amazing people on projects that truly help to power a more inclusive future for all.

- As the **Global Co-Lead for the Connected Disability Action Network (CDAN) Inclusive Community**, I champion the interests and represent Cisco's disabled and neurodivergent community. My role involves driving inclusivity initiatives, shaping policies, and serving as an ambassador both within Cisco and in external forums to foster a culture of diversity and accessibility.
 - Recognizing a gap, I launched a neurodivergent-friendly Webex space in late 2022 and was soon tasked with leading its expansion and a potential CDAN chapter, resulting in swift community growth.
 - Within a year, my co-leads and I grew the Webex space from a foundational 65 members in February 2023 to a vibrant community of 365 members by February 2024, reflecting robust engagement and ongoing expansion.
 - Led a significant 11% increase in CDAN membership with my Co-Lead from FY23 Q3 to FY24 Q1, followed by an additional 3% growth by FY24 Q2, reflecting our successful advocacy for diversity and the creation of a supportive, inclusive community environment.
 - As a subject matter expert, I successfully advocated for the inclusion of CDAN in Cisco's [2023 Purpose Report](#) and [ESG Reporting Hub](#). My efforts led to multiple features that enhanced CDAN's visibility, highlighted Cisco's commitment to diversity, and resonated with stakeholders across the board.
- **Strategic Stretch Assignments:** Actively contributed as a core member of the marketing and communications teams for the **African American Cisco Partner Community** (AACPC, aka SJ10) and the **Partnering for Purpose** initiative. In these roles, I influenced key marketing campaigns and communication strategies that increased the visibility and influence of AACPC partners and Partnering for Purpose.
 - My efforts included developing comprehensive marketing plans, generating authoritative thought leadership content and executive blog posts, and leveraging my subject matter expertise to showcase [partner success stories](#) that resonate with our target audience. My work not only elevated AACPC and Partnering for Purpose but also played a critical role in driving diversity and inclusion goals, resulting in measurable increases in partner participation and satisfaction.

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PROFESSIONAL EXPERIENCE *continued*

CISCO GLOBAL PARTNER MARKETING | PROGRAM MANAGER/CREATIVE STORYTELLER

Trilyon, Inc. | April 2020 – April 2022

- Collaborated effectively with a diverse range of teams and external partners, including Global Partner Marketing, Global Partner Routes & Sales, Global Advocacy, and Corporate Storytelling, as well as esteemed vendors like Golin, Lightspeed, RYO, and Upshot, to drive cross-functional initiatives and achieve business objectives.
- Orchestrated cross-functional collaboration to build a robust Partner Stories pipeline, designed to craft compelling top-of-the-funnel and middle-of-the-funnel content. This initiative not only amplifies awareness but also reinforces Cisco's position—and that of our partners—as thought leaders in the industry.
- Charged with crafting Partner Success narratives, I diligently conducted interviews and authored engaging stories that demonstrate how our partners leverage Cisco technology. These stories highlight the transformative impact on our mutual customers' business goals and underscore our shared commitment to fostering a more inclusive future for all.
 - In 2020, I initiated the 'Technology for Good' Guest Partner Blog series, spotlighting partners who collaborate with communities under Cisco's Next Horizon initiative, and recognizing their contributions to societal advancement through technology. ([Read one of the blogs here](#))
- Served as the project manager and content strategist for the '[Leaders as Teachers: Agile Marketing](#)' series, orchestrating thought leadership interviews that showcased expert insights on marketing agility.
- Crafted a comprehensive suite of internal and external communications materials for the Cisco Partner Launch Experience, ensuring clear messaging and engagement across all channels and stakeholders.

CORPORATE CONTENT WRITER/CONTENT MANAGER

Kony, Inc. | January 2016 – October 2019

Corporate Content Writer/Content Manager for Kony, a leading cloud-based low-code application development platform. As a member of the brand team, I was primarily responsible for Kony's voice, which meant a lot of writing and editing, and a lot of work cross-functionally.

- My strategic responsibilities encompassed a diverse content portfolio, including the composition and curation of blogs (also ghostwriting for executives), managing editorial content, driving thought leadership initiatives, creating rich media content, implementing email marketing campaigns, optimizing web content for SEO, crafting and editing copy, and producing informative newsletters.
- Enhanced the blog content output significantly by 50% year-over-year, which led to a substantial rise in blog viewership by 25% YoY. Additionally, we successfully amplified blog syndication, broadening our reach and engagement with target audiences.
- Collaborated closely with the Human Resources team to streamline both internal and external communication strategies, optimizing job advertisements for maximum impact. Played a key role in enhancing the company's online presence and appeal to potential candidates by refining career-related content across our website and social media platforms, with a particular focus on LinkedIn and Glassdoor profiles, to attract top-tier talent.
- Recognized as the subject matter expert in grammar and punctuation, providing authoritative guidance and oversight to ensure the utmost accuracy and clarity in all company communications.

PROFESSIONAL DEVELOPMENT

CISCO CERTIFIED INTERVIEWER TRAINING

SocialTalent

2023

DATA STORYTELLING FOR BUSINESS

StoryIQ

2023