

PETER J. BIRLE

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WRITER, EDITOR, PRESENTER, EDUCATOR

Creative Storyteller Skilled at Engaging Audiences with Compelling Content

Writer and editor proficient in bringing thought leadership and strategic insight to inform, persuade and educate. Accomplished teacher, facilitator and presenter dedicated to building relationships, mentoring and coaching others. Team player/collaborator focused on driving key messages in support of company purpose, culture and change management. Thoughtful, compassionate, empathetic and authentic former stand-up comic comfortable in all situations who thrives on making positive impact on others.

Organizational Communications

Benefits Communications

Leadership Development

Project Management

Employee Communications

Marketing Communications

Coaching & Mentoring

People Management

Crisis Communications

Public Speaking

Teaching & Training

Content Creation

EXPERIENCE

FEDERAL RESERVE EMPLOYEE BENEFITS SYSTEM, Newark, NJ

Vice President, Communications & Education, Office of Employee Benefits

2019 - 2024

Set strategic direction and budget while managing all aspects of print and electronic communications on behalf of introducing new benefits programs and managing marketing/education campaigns to innovatively and effectively communicate and educate participants on benefits programs, including risks and rewards of investments. Contracted with third-party vendors and supervised editorial staff of four. Served as office spokesperson for media inquiries. Participated as member of Federal Reserve System Crisis Communications Response Team and Public Information Employee Communications Subcommittee. Served as Office advisory group member to System Leadership Initiative.

FEDERAL RESERVE EMPLOYEE BENEFITS SYSTEM, Newark, NJ

Assistant Vice President, Communications & Education, Office of Employee Benefits

2012 - 2018

- Led benefits rebranding initiative and overhaul of marketing collateral; oversaw rollout of new benefits website; built department's video production capabilities.
- Introduced interactive learning modules on retirement benefits; directed financial education procurement, financial literacy initiative and launch of rebranded program.
- Managed marketing/education campaigns introducing new benefit programs and enhancements, including ID theft protection, target date funds, Personal Protection plans and cybersecurity.

FEDERAL RESERVE EMPLOYEE BENEFITS SYSTEM, Newark, NJ

Communications Officer, Office of Employee Benefits

2010 - 2012

- Designed, developed and introduced "Smart Benefits University" educational conference for Fed benefits staff.
- Oversaw multimedia communications campaign, announcing retirement benefit changes: introduced innovative training tool ("learning map"), trained district facilitators; accepted industry's Eddy Award for successful rollout.
- Managed migration of website from static repository of information into personalized, interactive benefits portal.
- Selected to attend System Leadership Conference (Trailblazers).

FEDERAL RESERVE EMPLOYEE BENEFITS SYSTEM, Newark, NJ

Director, Communications, Office of Employee Benefits

2007 - 2009

- Earned three promotions in two years.
- Facilitated 20+ focus groups with employees and retirees across System on potential investment options.

- Revamped print and online communications to be more comprehensive and interactive, adding animation and video; drafted video scripts; oversaw Web redesign initiative to improve security, provide personalized data and enhance overall user experience.
- Redefined roles of communication staff.
- Served as special assistant to the executive director.

ADDITIONAL RELEVANT EXPERIENCE

AVON PRODUCTS, INC , New York, NY Manager , Editorial Services, U.S. Communications	FORDHAM RAM , Bronx, NY Editor-in-Chief
FEDERAL RESERVE BANK OF NEW YORK , New York, NY Editor , Staff Communications, Human Resources Manager , Corporate Learning and Communications, Financial Services Group	UNION COLLEGE , Cranford, NJ; RARITAN VALLEY COMMUNITY COLLEGE , Branchburg, NJ; FAIRLEIGH DICKINSON UNIVERSITY , Teaneck, NJ; KEAN UNIVERSITY , Union, NJ; NYU ONLINE , New York, NY Adjunct Professor
UNITED MEDIA , New York, NY Assistant Editor , United Feature Syndicate and Newspaper Enterprise Association	SELF-EMPLOYED COMMUNICATIONS COACH Tutor
BLESSED SACRAMENT SCHOOL , Bronx, NY Classroom Teacher	AUTHOR 19 Published Books for Young Adults
SUMMERFIELD NEWSPAPERS , Asbury Park, NJ Sports Editor/Assistant Editor , <i>The Advisor Journal</i>	BLEACHER REPORT , San Francisco, CA Contributor
FORDHAM UNIVERSITY , New York, NY Undergraduate/Graduate Mentor	USA BOXING Official
ONWARD OPS MILITARY TRANSITION SUPPORT Sponsor	RARITAN VALLEY UMPIRE ASSOCIATION Baseball/Softball Umpire

EDUCATION / TRAINING / CERTIFICATIONS

- **Master of Business Administration (MBA)**, Communications and Media Management, Gabelli School of Business, Fordham University, New York, NY
 - Recipient of Federal Reserve Bank of New York Tuition Assistance Special Scholarship Award
- **Master of Science (MS)**, Education, Fordham University, New York, NY
 - Recipient of Fordham Graduate School of Education Teaching Fellowship
- **Bachelor of Arts (BA)**, Communications, Fordham University, Bronx, NY
- Developing Leadership Talent Course, Center for Creative Leadership, Greensboro, NC
- Graduate: School of Bank Marketing, American Bankers Association, Boulder, CO; Managing Business Course, Advanced Management Systems, Boston, MA; Social Learning Boot Camp, Future Workplace, New York, NY
- Alumni Affairs: Member of Fordham's FAST (Fordham Alumni Support Team), Graduate School of Business' ASCA (Alumni Student Career Alliance) and Parent Ambassador Committee; Mentor in MBA Scholarship Program at Gabelli School of Business

SOFTWARE SKILLS

- Windows & Mac Operating Systems
- Microsoft Office Suite: Word, Excel, PowerPoint, Outlook, Teams, SharePoint
- HTML Dreamweaver
- Vimeo
- Photoshop
- Illustrator
- InDesign
- FrontPage
- Acrobat
- IntraLinks