

# BEN K. NAVRATIL

BKNavratil@gmail.com

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Detail-focused and results-driven copy editor with over a decade of experience reviewing written content for accuracy, grammar, clarity, brevity, and brand alignment. Proven ability to adhere to local style guides and the AP Stylebook to ensure a unified voice across all content. Adept at providing constructive feedback to other content creators and improving quality across the board. Excellent at maintaining a consistent, unified voice across multiple efforts.

## PROFESSIONAL SKILLS

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Project & Process Management | Copy Writing & Editing | Constructive Feedback  
Strong Command of English Writing | Developing Engaging Narratives  
Stakeholder Engagement | Multimedia Development | Data-Driven Decision Making

## PROFESSIONAL EXPERIENCE

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**Senior Communications Manager** | US Army | Austin, Texas | Aug 2021 – January 2025

- Collaborated with dozens of technical experts to translate complex technological concepts and jargon into easy-to-understand messaging accessible to various audiences.
- Designed and edited a comprehensive internal communications newsletter, improving employee engagement and alignment by 10% among 300+ staff.
- Directed cross-functional teams to execute multichannel campaigns, collaborating with stakeholders to enhance public awareness and align messaging with strategic priorities.
- Enhanced internal communications workflows by 10% by developing process improvements and creating information flow charts, increasing collaboration across departments.
- Crafted executive-level messaging for C-suite stakeholders, including speeches, briefs, and social media tactics, aligning executive communications with strategic business goals.

**Communications Specialist** | USAA | San Antonio, Texas | July 2020 – July 2021

- Directed a large-scale information campaign on veterans' health; leveraged owned, earned, and paid media, reaching over 1 million external and over 5,000 internal viewers.
- Led a high-profile media roundtable, advising a senior executive on media engagement, coordinating with over a dozen media outlets, and tracking metrics.
- Developed a comprehensive internal communication plan to support change management, empowering managers to foster a cohesive organizational culture.
- Built partnerships to amplify community outreach programs, fostering inclusivity and engagement while supporting community well-being initiatives.
- Led a cross-functional team to implement an internal communication plan, which increased awareness and participation by 15% through targeted messaging and engagement.

**Senior Communications Manager** | US Army | El Paso, Texas | Sep 2018 – July 2020

- Implemented crisis communication strategies, managing messaging for 500+ stakeholders and responding to 50+ media inquiries, ensuring alignment with organizational priorities.
- Trained over 1,000 soldiers in media engagement and communication, enhancing representation and public relations; developed a positive rapport with media personnel
- Designed and led advanced communications training programs, resulting in increased cross-functional team engagement and consistent messaging across all channels.

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## **Senior Communications Manager** | US Army | Savannah, Ga | Nov 2015 – Sep 2018

- Secured high-impact media coverage in top-tier outlets including the NY Times, leading strategic messaging efforts to amplify organizational initiatives and engage diverse audiences.
- Crafted engaging and personal narratives through written, photo, and video content that increased interest and brand awareness to an audience of more than 20,000.
- Directed communication efforts for both home and deployed units during Afghanistan deployment, ensuring consistent messaging and alignment across all channels.
- Partnered with C-suite executives to align internal and external communication strategies to organizational objectives.

## **Broadcast Station Manager** | US Army | Daegu, South Korea | Sep 2014 – Nov 2015

- Managed an 8-person digital content creation team and delivered 200+ news stories and 1,000+ hours of live radio programming to audiences across the Asia-Pacific region.
- Supervised and executed the production of hundreds of video and audio projects, controlled product quality and alignment to organizational objectives.
- Designed and executed social media strategies aligned with communication objectives, leveraging analytics tools to monitor impact and optimize engagement by 10%.
- Orchestrated 10+ on-location community events that improved morale and camaraderie among American and Korean partners, with an average attendance of 400.

## **Communications Manager** | US Army | Washington, DC | May 2012 – Sep 2014

- Coordinated media engagement during the 2013 Presidential Inauguration to ensure message alignment with top priorities during more than a dozen interviews.
- Led multiple media engagement efforts, coordinated with top-tier outlets, including CNN and PBS, and established positive relationships with media personnel.
- Implemented a content creation process, elevating content quality and consistency across a cross-functional team of 10+ creators, leading to increased quality and better alignment.
- Created a Twitter account and developed a relevant strategy aligned with the organizational objectives and existing social media policies, significantly increasing audience size.
- Coached and empowered over 200 spokespeople, enhancing their public engagement and communication proficiency to strengthen brand reputation and message consistency.

## **Education, Training, & Technical Skills**

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- **Candidate for Project Management Professional (PMP)** | IVMF/Syracuse University
- **MBA with Marketing focus** | Southern New Hampshire University
- **Bachelor's Degree in Commercial Photography** | Rochester Institute of Technology
- **Secret Clearance** | US Army
  
- **Technical Skills:** Google Suite | Microsoft Office Suite | Adobe Photoshop | Canva