

# OLIVER McINTOSH

Product Marketing and Communications

Seattle, WA

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425-785-1055

## - PROFILE -

I've spent the last 12+ years working across technology, entertainment, finance, telecoms, and more, providing strategic counsel to top executives from Robinhood, Amazon Fire TV, Prime Video, T-Mobile, and more. I build comprehensive communications campaigns that bring new products and services to market and am skilled in strategic PR planning, creative and technical writing, go-to-market execution, executive relations, thought leadership, media relations, key message and narrative development, agency management, and partner relations. I'm a communicator at heart, making complex products and services simple and easy-to-understand for customers.

## - SKILLS -

- Product marketing and communications
- Creative and technical writing
- Project management
- Strategic planning
- Interpersonal communication skills
- Ability to work cross-functionally
- Critical thinking and problem solving
- Executive thought leadership and counsel

## - WORK EXPERIENCE -

### **Sr. Communications Manager, Robinhood**

MARCH 2022 – PRESENT

#### ***Strategy, Planning, and Media Relations***

- Acting as the single-threaded comms lead for all Robinhood Financial, Robinhood Money Cash, and Robinhood Crypto product/feature launches
- Responsible for drafting all product-related comms plans, blog posts, reactive FAQs, key messages, media lists, and more
- Serve as the primary lead for all product-related media relations efforts including both proactive and reactive efforts. Handle all in-bound media inquiries, draft responses, work with the appropriate business team(s) on alignment, and secure legal/compliance approval before sharing with press
- Led strategy and planning for key launches including Robinhood Retirement, Robinhood Wallet, Extended Hours Trading, Brokerage Cash Sweep, Options Trading in Cash Accounts, Partner Stock Program, and all recent crypto asset listings for Chainlink (LINK), Uniswap (UNI), Avalanche (AVAX), Stellar Lumens (XLM), among others
  - Robinhood Wallet beta launch resulted in more than 60+ pieces of earned coverage. I staffed executive interviews and demos for top business, trade, and tech press including Fortune, TechCrunch, Forbes, The Verge, WSJ, Barron's.
  - Extended Hours Trading announcement led to 40+ stories across top industry, tech, and business press including WSJ, Bloomberg, TechCrunch, Cheddar, and more, and resulted in a 24% increase in share price day over day
  - Secured 100+ pieces of positive coverage for the LINK, UNI, AVAX, and XLM listings across all key crypto outlets, which resulted in asset prices surging more than 10%, 15%, 8%, and 6% respectively
- Manage all day-to-day product communications activities for Robinhood's PR agency of record, including oversight of budgets, staffing, media monitoring and reporting, media relations, strategic response, crisis management, and more
- Appointed as executive comms support for SVP of Engineering Surabhi Gupta in July of 2022 to lead all external media relations strategy, media interviews, and speaking engagements moving forward

#### ***Product Reviews***

- The single-threaded product reviews lead for all brokerage and crypto exchange reviews across finance and consumer tech publications – built the first-ever reviews plan for Robinhood as a company
- Field and submit brokerage reviews surveys, develop demo scripts, demo flows, and arrange demo accounts to share with press for new and existing products
- Secured, staffed, and planned the first-ever in-person media demo with Investopedia using Robinhood's head of strategic investments, Steph Guild, as the spokesperson

## **PR Manager, Amazon Prime Video**

SEPTEMBER 2019 – MARCH 2022

### ***Strategy & Planning***

- Served as head of live sports PR for Prime Video, supporting senior leadership by defining PR priorities and strategies that promoted sports on the service
- Created Prime Video's first-ever live sports narrative to guide and inform all external communications and messaging globally
- Responsible for building long-lead communications plans for all US-based live sports properties on Prime Video including NFL Thursday Night Football, WNBA, Seattle Sounders FC, New York Yankees, and more
- Managed and owned all key messaging and FAQs for Prime Video live sports properties globally
- Supported and managed global PR teams on key launches and messaging, serving as liaison to Seattle headquarters
- Worked closely with corporate, league, and team partners to define communications strategies and messaging for key launches and announcements
- Led all external communications including rights deals, feature and product news, talent announcements, blog posts, and more

### ***Executive Communications***

- The primary PR partner for Prime Video global sports video business, directly supporting VP of Global Sports Video and Head of Sports Partnerships at Prime Video
- Managed a thought leadership platform and ongoing executive speaking calendar for global sports video senior leadership team
- Worked closely with VP of Global Sports Video and Head of Sports Partnerships to define strategy for key moments and announcements, and created messaging and talk-tracks for all external speaking engagements including media interviews, conferences, and partner summits
- Provided ongoing PR counsel for senior leadership with frequent media training, real-time speaker feedback, pre-briefing documents, and coaching sessions to hone key messaging

### ***Media Relations***

- Owned all proactive and reactive external communications and press relationships for live sports on Prime Video
- Regularly worked with top national media, supporting major announcements with on the record executive or talent interviews that helped contextualize news or provide additional context to shape the Prime Video narrative
- PR lead for major announcements such as the 11-year exclusive Thursday Night Football deal with the NFL, Commissioner's Cup deal with the WNBA, regional deals with the New York Yankees and Seattle Sounders, and more
- Held regular on-background conversations with top sports press to land key messages, steer the narrative, and course correct false or potentially harmful stories
- Owned key relationships with top sports, business, and entertainment press including but not limited to, AP, Bloomberg, CNBC, Front Office Sports, NBC News, NY Post, Sports Business Journal, The Athletic, The Wrap, Wall Street Journal, Variety, and more

## **PR Manager / PR Specialist, Amazon Devices**

JUNE 2017 – SEPTEMBER 2019

### ***Hardware Launches***

- Responsible for launching and messaging new Fire TV products and services including new hardware, software launches, and issues management
- Announced five new Fire TV products since June 2017 including Fire TV, Fire TV Edition smart TVs, Fire TV Cube, Fire TV Stick 4K and Fire TV Recast
- Partnered with Best Buy to launch new line of Fire TV Edition smart TVs. Launch event included appearances by Amazon CEO Jeff Bezos and Best Buy CEO Hubert Joly
- Lead 1:1 in-person briefings with execs, phone briefings, and traditional embargoed outreach

### ***Product Reviews***

- Served as global product reviews lead for all Fire TV devices including planning, strategy, execution, and reporting
- Executed product reviews for Fire TV, Fire TV Cube, Fire TV Stick 4K and Fire TV Recast. Was global lead on Fire TV and Fire TV Stick 4K reviews (the only international products launched while at Amazon)
- Created reviewers guides for all external product reviews
- Worked in tandem with product leads to align on product readiness, messaging, and general functionality. Troubleshot media issues with product management to quickly address and mitigate problems
- Led analyst mock-reviews—working closely with industry analysts to review and provide feedback on unreleased products

**Media Relations**

- Engaged with tech media throughout the year to launch new products, proactively pitch stories, answer reactive questions, and more
- Built relationships by regularly talking with media and meeting with reporters on background to learn about opportunities, pitch story ideas, and become a strong POC for top-tier targets

**Account Supervisor / Senior Account Executive / Account Executive, Porter Novelli**

APRIL 2013 – JUNE 2017

- Joined Porter Novelli as an Account Executive, quickly earning promotions to Senior Account Executive and then Account Supervisor.
- Developed proactive creative campaigns, wrote PR strategies, pitched media, drafted press releases, managed reactive comms, and crafted messaging for a number of Fortune 500 clients including Hewlett-Packard and T-Mobile.

**Senior Account Manager / Account Manager / Intern, The Keller Group**

MAY 2010 – APRIL 2013

- Began my career at The Keller Group, managing PR for a range of locally based clients including Overlake Medical Center, WGU Washington, The Medic One Foundation, among others.

**- EDUCATION -****Washington State University**

AUGUST 2007 - MAY 2011

- Bachelor of Arts Degree in Communication (emphasis in PR), Edward R. Murrow College of Communication, minor in Business Administration