

# Thomas J. Purcell

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## Senior Writer, Communications Consultant

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**Senior Writer, Communications Specialist and Behavior-Change Consultant** with more than 29 years of experience creating compelling marketing, employee and training/behavior-change content for Fortune 500 technology firms. I have a strong background in cybersecurity assessment, communications, awareness and training, having established and managed a phishing-simulation and assessment program for Becton Dickinson, a 65,000-employee medical-device leader, and currently creating engaging and impactful cybersecurity awareness videos, communications and training materials to drive cybersecurity best practices.

### PROFESSIONAL EXPERIENCE

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#### **INDEPENDENT SENIOR WRITER/COPYWRITER/CONTENT CREATOR**

**1993–PRESENT**

Transform complex technical concepts into clear and compelling marketing and employee communications for Fortune 500 technology firms:

- Proven experience creating content for social media/blogs/SEO, web, brochures, presentations, speeches, live town hall events (Zoom and Teams), training modules, innovative videos and more.
- Video content creator and editor of humorous cybersecurity-safety shorts and social-media influencer, Thurber the Talking Labrador (#thurberstail).
- Clients include Booz Allen, Strategy&, Bain & Company, DXC, Tata Consultancy Services (TCS) and others.
- See writing and video portfolio at [tompurcell.com/samples](http://tompurcell.com/samples).

#### **INSIGHT, INC.: ORGANIZATIONAL CHANGE MANAGEMENT (OCM) COMMUNICATIONS CONSULTANT**

**2016–PRESENT**

Create compelling OCM communications, videos and educational content for a variety of Insight’s “change” clients to drive the “buy-in” of technology upgrades, such as SAP S/4HANA, and to ensure the seamless adoption of new processes, tools, behaviors and industry best practices. Behavior-change clients include:

#### **Becton Dickinson (BD): Cybersecurity Behavior-Change Analyst, Communications Specialist, Trainer**

- Implemented and matured the Proofpoint ThreatSim phishing-simulation platform to assess cybersecurity skill levels and provide detailed metrics reports for leadership; worked tirelessly with external partner Proofpoint technicians to refine the tool, develop custom phish simulations and resolve ongoing technical challenges with Outlook 365.
- Led an executive cybersecurity leadership committee of corporate stakeholders and subject matter experts to develop an annual, enterprise-wide cybersecurity awareness strategy to create and execute:
  - Targeted phishing simulations calendar
  - Detailed metrics reporting and trend analysis (job roles, location, division, etc.)
  - Compelling behavior-change content (SharePoint articles, tip sheets, posters, videos, live events...)
  - Training using modules from the Proofpoint library, as well as custom modules; collaborated with BD’s internal Learning & Development team to evaluate and approve training modules, and deploy and track completions
  - Innovative Cybersecurity Awareness Month contest that resulted in the successful completion of more than 116,000 cybersecurity training courses
- Worked closely with the manufacturing leadership team to develop and execute a cybersecurity awareness strategy specific to the unique security risks modern manufacturing plants face.

#### **Spectrum Brands, Inc.: Lead OCM Writer**

- Created informative magazine-style web features, company-wide Town Hall events (Teams) and video interviews with subject matter experts (SharePoint) to explain the business value of SAP S/4HANA to all employees, how the change program would affect employees, and communicated specific actions employees needed to take to drive a successful implementation.

**American Airlines: Lead Writer**

- Collaborated with subject matter experts to create a lively, attention-grabbing airport poster campaign to drive awareness and adoption of a new iPhone boarding app.

**Whirlpool, Inc.: Communications Consultant**

- Project #1: Created and executed a “Last Mile” communications campaign to drive the adoption among delivery drivers of a new automated iPhone delivery app.
- Project #2: Created and executed a communications campaign to introduce a new “Apple Genius Bar” approach to employee technical support among employees; wrote and produced an animated, highly successful video to communicate the concept.

**USAA: Technical Writer, Instructional Designer**

- Supported the adoption of new Workday Global HR Management System by creating a variety of job aids and instructional design materials to help employees quickly understand and adopt the new tool.

**Alcoa, Inc.: Communications Consultant**

- Assessed the awareness of a new Talent Management program and established a detailed communications strategy to excite employees about the usefulness of the new program and where and how to begin utilizing it.

**DXC (FORMERLY CSC): SENIOR WRITER/COPYWRITER/COMMS CONSULTANT**

**1999–2016**

Provided writing, creative and strategic services, including communications strategy (client and employee), theme/concept development, extensive marketing communications, copywriting and project management in support of several DXC divisions; awarded a prestigious DXC Papers Award for a white paper. Chosen as lead writer to produce a series of cybersecurity brochures targeting C-suite decision-makers.

**CORE COMPETENCIES**

**General**

Organizational Change Management | Technical Writer | Instructional Design | Training | Job Aids | eLearning  
Cybersecurity Awareness | Phish Simulation | Video Creator (Training, Marketing, Social)  
Web Content | Market Reports | Case Studies | White Papers  
Social-Media Content Creator | Blogging/Search Engine Optimization (SEO)  
Enthusiastic Team Player with Excellent Interpersonal Skills

**Software**

Microsoft Office 365 Suite (Teams, Stream, OneDrive, SharePoint, Word, PowerPoint, Excel, Publisher)  
MS Project, Adobe Captivate, Adobe Rush Video Editor, Snagit 2020, Multiple Social-Media Platforms  
Proofpoint ThreatSim Phishing-Simulator Platform

**EDUCATION & PROFESSIONAL DEVELOPMENT**

- **B.A., Creative Writing** – Penn State University
- **Graduate Communications Study** – Carnegie Mellon University, Duquesne University, Point Park College
  - **Film and Video Production Studies** – Pittsburgh Filmmakers