

MARK SCHAUB

STRATEGIC COMMUNICATIONS | BRAND & TECHNICAL STORYTELLING | EXECUTIVE ENGAGEMENT

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PROFILE

- Senior strategic communications professional with 13+ years of experience translating complex products, technologies, organizational priorities and missions into clear narratives that build understanding, credibility, engagement and action.
- More than six years of Fortune 100 defense experience, including service as communications lead for a 1,200-plus-employee organization, primary adviser to its vice president and partner to program leadership, engineering, business development, government relations and human resources.
- Hands-on communications builder spanning internal and executive communications, product positioning, media relations, crisis and issues communications, technical content, social media and digital marketing, and multimedia production, with experience serving military customers, acquisition decision-makers, employees, consumers and the public.
- Experienced spokesperson with more than 100 media interviews, established defense media relationships and a record of earned coverage, audience growth and creative employee engagement. Brings practical experience with secure enterprise AI, custom GPTs and AI-assisted workflows, alongside direct sales and team-management experience.

CORE EXPERTISE

Strategy & Counsel: Strategic and integrated communications; corporate communications; executive counsel; positioning and messaging; communications planning and operations; stakeholder engagement; cross-functional partnership; crisis and issues communications.

Internal & Executive Communications: Internal communications; executive writing and thought leadership; employee engagement; all-hands and town halls; change management communications; leadership messaging; leader coaching and preparation; organizational alignment.

Product, Industry & Earned Media: Product and technology communications; aerospace and defense communications; technical storytelling; product launches; go-to-market and business development communications; sales enablement; journalist relationships; media pitching; spokesperson and subject matter expert preparation; trade show communications.

Content, Marketing & Production: Content strategy; editorial operations; copywriting; creative direction; social media and email marketing; community management; audience growth and distribution; measurement and analytics; audio, video and live event production; on-camera and voiceover performance; AI-assisted storytelling and workflows.

PROFESSIONAL EXPERIENCE

INDEPENDENT CREATIVE DEVELOPMENT

Creative Sabbatical

Orlando, Florida
August 2025–August 2026

- Deliberately invested a year-long sabbatical in expanding storytelling capabilities and building hands-on fluency with generative AI, custom GPTs and AI-assisted workflows for research, knowledge management, writing and multimedia production.
- Developed an interactive professional portfolio documenting communications strategy, creative problem-solving and business impact across a 13-plus-year career.
- Pursued independent creative projects spanning music, video, digital content and emerging applications of AI, including experimentation with image creation, audio and multimedia storytelling.

LOCKHEED MARTIN

Communications Representative Staff Communications Representative Senior

Orlando, Florida
September 2024–August 2025
August 2021–September 2024

Promoted from Level 3 Senior to Level 4 Staff in recognition of performance and seniority while performing the same high-level communications role across a portfolio of defense training, logistics, sustainment, modeling and simulation technologies, followed by a final assignment supporting F-35 Training and Logistics.

- Served as communications lead for Land and Maritime Solutions, a 1,200-plus-employee mission area with approximately 100 leaders, partnering with its vice president, program leadership and business development teams on acquisition, customer engagement and keep-sold objectives.
- Developed and executed communications strategies across more than a dozen programs and initiatives, working with program leaders, software engineers, developers, subject matter experts, business development and government relations to translate complex capabilities into positioning, messaging, executive communications, media engagement, web and feature content, multimedia, and trade show and industry event support.

- Served as primary communications adviser to the Land and Maritime Solutions vice president and, on occasion, supported the Training and Logistics Solutions vice president and general manager, developing executive messaging, speeches, presentations, briefing materials and communications for internal and public-facing engagements.
- Reimagined executive engagement across all-hands and leadership development experiences, originating interactive formats inspired by ESPN's *Pardon the Interruption*, ESPN's *Around the Horn* and *Choose Your Own Adventure*-style storytelling; each of the three format changes increased attendance by approximately 30%-40%.
- Tailored engagement concepts and preparation materials to leaders' individual voices, personalities and delivery styles, incorporating custom presentation environments, live audience scoring, polling and branching narratives to encourage participation and make information more memorable.
- Originated and supported the implementation of a late-night talk show format for the line of business vice president and general manager's all-hands, serving as the program announcer and helping drive stronger attendance, participation and replay viewership.
- Partnered across business development, program leadership, engineering, government relations and human resources to coordinate communications, sequence messages and maintain alignment during launches, organizational initiatives and sensitive issues.
- Researched and prepared recurring executive briefings on Central Florida's military, aerospace and defense ecosystem, synthesizing company, industry and regional developments through coordination with government affairs and community stakeholders.
- Developed defense technology storylines, media pitches and briefing materials; cultivated relationships with journalists covering defense, military affairs, aerospace and simulation; and coordinated interviews with business development leaders, engineers and technical experts that contributed to coverage by Military Times, National Defense Magazine, Defense One, Janes, Shephard and other industry outlets.
- Ghostwrote a long-form Defense Daily feature for the senior manager of business development and former sergeant major of the Army, translating advances in soldier training and simulation into accessible executive-authored commentary.
- Led communications surrounding the public introduction of SIMRES, partnering with technical and business development teams to explain a next-generation force-on-force training technology incorporating AI, geolocation and digital-twin capabilities. Developed foundational messaging, web and feature content, media materials, and multimedia for Army and broader defense audiences; the work contributed to a new business development opportunity.
- Led product storytelling and communications for the Advanced Center for Experimentation & Simulation and Naval Maintenance, Repair & Overhaul, partnering with developers, software engineers and subject matter experts to translate modeling, simulation and wargaming capabilities and a Navy enterprise maintenance modernization platform incorporating predictive analytics and digital-twin capabilities into positioning, messaging, web content, product materials, video and industry event communications.
- Coordinated communications and external engagement with Microsoft, Epic Games, military public affairs offices and acquisition organizations including the U.S. Army's Program Executive Office Simulation, Training and Instrumentation, aligning messaging and communications support for technology stories, industry events and other public-facing opportunities.
- Partnered with Derco, a Lockheed Martin company, to develop and refine press releases and partnership announcements for its aircraft spares distribution, logistics and sustainment business.
- Supported crisis and issues communications and prepared leaders for sensitive media, stakeholder and public engagements, developing key messages, anticipated questions and official statements where accuracy, timing and judgment were critical.
- Became a power user of Lockheed Martin's secure internal generative AI environment, gaining firsthand experience with enterprise AI designed to improve productivity while protecting sensitive and proprietary information.

PRODUCTIVE PLAYHOUSE

On-Site Division Manager

Orlando, Florida
March 2021–August 2021

- Co-managed the company's Orlando operation of more than 20 employees, overseeing audio transcription project delivery, compliance requirements, operational priorities and workplace culture.
- Maintained a positive, accountable working environment while coordinating day-to-day priorities and team performance.

MARK SCHAUB ENTERPRISES / DAN LOK ENTERPRISES

High-Ticket Sales Representative, Independent Contractor

Remote
May 2019–February 2021

- Sold more than \$170,000 in education programs and services in less than two years for online influencers, including Dan Lok, through consultative, needs-based telephone conversations.

- Built trust with prospective customers through active listening, customer discovery, needs analysis, objection handling and clear articulation of program value, developing firsthand experience with sales conversion and customer decision-making.

LOCKHEED MARTIN

Communications Representative Senior

Orlando, Florida
April 2017–April 2019

- Delivered integrated communications for advanced manufacturing and research facilities across the United States, supporting technical storytelling, employee communications, executive messaging, media relations, social media and milestone events.
- Prepared and media-trained executives and technical experts for internal and external engagements, developing speeches, key messages, anticipated questions, briefing materials and media talking points to strengthen accuracy, consistency and delivery.
- Developed and executed the strategic communications plan for the grand opening of Lockheed Martin's Orlando Innovation Center, coordinating employee and external communications, executive speeches, briefing materials, media Q&A, interviews, and earned media activity to make virtual reality, robotics, visualization and rapid-prototyping technologies accessible to employees, executives, media and external stakeholders.
- Co-hosted and co-wrote the first five episodes of Lockheed Martin's original YouTube series *Talk Techy to Me*, working with technical subject matter experts to translate infrared sensing, exoskeletons, lifesaving digital imaging, autonomous drone racing and cyber warfare into engaging stories for nonspecialist audiences.
- Led communications for a high-visibility public process concerning the proposed transfer of a county road to Lockheed Martin, preparing leaders for public engagement, developing key messages and anticipated questions, and drafting official statements and a letter to the editor on behalf of the site director and general manager; the process ultimately resulted in county approval and the road's transfer to the company.

UNALTERED ATHLETICS

Communications & Marketing Manager

Orlando, Florida
May 2016–April 2017

- Led communications and marketing for a three-person consumer products company, with brand messaging, digital content, e-commerce promotions and customer communications directly supporting sales of nutritional supplements.
- Managed social media, web content, email, mobile, media outreach and event communications for consumer-facing products including protein powder, pre-workout and other nutritional supplements.
- Created the company's inaugural brand style guide and communications strategy and designed labels for its nutritional supplement line.
- Produced and hosted the brand's first Facebook Live broadcast, streaming a natural bodybuilding competition and generating more than 6,000 organic views.

LEDFORD & RHODES

Social Media & Community Manager (Contract)

Orlando, Florida
July 2015–June 2016

- Created social content for the Seminole Pride Noble Juice account, managed blogger relationships and sponsored-content opportunities, administered paid social campaigns, and analyzed channel performance.

ORLANDO INTERACTIVE EXPERIENCE / ORLANDOix

Media Relations Manager (Contract)

Orlando, Florida
July 2015–October 2015

- Led media relations and served as spokesperson for Orlando's inaugural five-day international digital technology festival, held across the Orange County Convention Center and downtown Orlando, securing more than \$60,000 in earned media coverage in less than three months and generating two news features involving the NFL's chief information officer.
- Coordinated media and event communications with the NFL, EA Sports and Full Sail University, supporting partner participation, interviews and promotion.

ORLANDO SCIENCE CENTER

Public Relations & Marketing Specialist II / Coordinator / Intern

Orlando, Florida
November 2011–June 2015

- Developed and executed communications and marketing content supporting science, technology, education and institutional initiatives, translating complex subjects into accessible stories for media, digital audiences and the Central Florida community.
- Served as an organizational spokesperson, conducting more than 100 television, radio, print and digital interviews and developing proactive story opportunities for broad public audiences.
- Led social media strategy and managed emerging channels, including content and advertising, that averaged approximately 100,000 impressions per week.
- Drove the organization's highest-attended event at that time solely through organic social media promotion and Facebook advertising, without additional marketing initiatives.

- Generated coverage for a *Star Wars*-themed wedding proposal across more than 40 U.S. media outlets, including three national HLN broadcasts and television affiliates in more than 20 markets.
- Turned a real-time social media exchange with Jimmy Fallon into a months-long publicity campaign that generated television coverage, media interviews and a public response from Fallon while supporting efforts to secure a science segment during *The Tonight Show's* Orlando broadcasts.
- Collaborated with corporate, government, academic and entertainment partners — including NASA, Disney, Microsoft, Lockheed Martin, National Geographic, Universal Orlando Resort, Lucasfilm, EA Sports, the U.S. Department of Defense, the University of Central Florida and Blue Man Group — to support touring exhibits, Otronicon technology demonstrations, film premieres, featured speakers and public programming.

ADDITIONAL EXPERIENCE

Break Into Public Relations

Orlando, Florida

Founder, Content Creator & Host

October 2015–May 2016

- Produced 15 interview-based podcast episodes that generated more than 5,000 downloads and maintained a companion website featuring episode show notes, guest information and supporting visuals.

Orlando Mall Guide

Orlando, Florida

Founder, Content Creator & Host

May 2014–April 2016

- Produced web, social media, video and podcast content centered on Orlando's mall scene, leveraging established media relationships to secure 20 television and radio appearances.

Orlando Magic

Orlando, Florida

Premium Services Guest Representative

March 2011–June 2012

- Delivered premium guest service on the Founders and Club levels of the Amway Center (now Kia Center), staffing concierge, access-control and suite/loge positions; verifying credentials for restricted areas; assisting guests with seating, special requests and suite technology; and resolving in-event issues to maintain an attentive, orderly experience for premium ticket holders.

Interactive Entertainment Team

August 2006–August 2010

- Delivered live fan engagement, in-game entertainment and sponsor activations as a member of the Orlando Magic Blue Crew and its sponsored successors, preparing production equipment, engaging fans throughout the arena, leading crowd participation, supporting on-court contests and executing T-shirt and prize launches under tightly timed game-presentation cues.

Street Team

August 2005–August 2006

- Supported grassroots promotions; executed pregame Fan Fest activations, including equipment transportation, setup, operation and teardown; and collected real-time fan feedback for marketing and data teams through in-arena surveys.

WKNT Knightcast, University of Central Florida

Orlando, Florida

Studio Director

January 2008–December 2009

- Managed more than 30 student radio personalities, a technical director and two audio producers, coaching on-air talent and production staff to improve program content, technical quality and overall consistency.
- Managed the station's website content, publishing news updates, promotional images and show descriptions to keep programming information current and engaging.
- Maintained the station's digital infrastructure, including its website, email, streaming services and digital music library, and managed music scheduling and broadcast automation to support reliable day-to-day operations.

Radio Show Host & Producer

September 2005–December 2009

- Hosted and produced a weekly two-hour radio program, developing show content and managing social media to expand its reach and engage listeners.
- Represented the station as a correspondent at special events throughout Orlando, providing on-location coverage and content for the station's audience.
- Built four years of live broadcasting experience spanning program development, on-air delivery, audience engagement and event coverage.

Central Florida Future

Orlando, Florida

Staff Writer

July 2007–December 2009

- Researched, reported and wrote campus news and feature stories for the Central Florida Future, serving a University of Central Florida community of more than 50,000 students.

- Covered the UCF Police and campus crime beat, producing timely reporting on public safety incidents, university responses and issues affecting students.
- Covered UCF football and the surrounding game-day experience during the inaugural season of the university's new on-campus stadium, reporting on events, activities and the venue's effect on campus life.
- Built an early foundation in interviewing, source development, fact-checking and deadline-driven newswriting that continues to inform my approach to media relations and strategic storytelling.

EDUCATION

UNIVERSITY OF CENTRAL FLORIDA | Orlando, Florida

Bachelor of Arts, Journalism • Bachelor of Arts, Radio/Television • Minor, Fitness Training

TECHNOLOGY & PLATFORMS

Communications & Analytics: Cision; TVEyes; Sprinklr; Mailchimp; Google Analytics

Content & Production: Adobe Creative Cloud; DaVinci Resolve; Affinity Creative Suite; WordPress

Collaboration & Productivity: Slack; Microsoft 365 (Word, Excel, PowerPoint, SharePoint and Teams); Zoom; Airtable

Digital Channels: Facebook; LinkedIn; YouTube; Instagram; X/Twitter

Generative AI: Secure enterprise AI environments; ChatGPT; Claude; Gemini; Grok; Runway; Suno; custom GPTs; multimodal image, video, audio and music-generation tools

Methods & Production: Smart Brevity methodology; studio, webcast, in-person and remote audiovisual production; presentation design; AP style; on-screen and voiceover performance