

# Mitchell Williams

## INTERNAL STORYTELLING ACROSS FORMATS · EXECUTIVE-VOICE COMMUNICATIONS · EDITORIAL SYSTEMS FOR ENGINEERING AUDIENCES

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### SUMMARY

**Internal content producer who tells the story of technical work in whatever format lands: video, live events, newsletters, artifacts.** A decade producing live national news, then eight years telling Google's engineering story from the inside.

**Eight years at Google in engineering-facing communications and content.** At Cross-Google Engineering (xGE) I own the storytelling surfaces for Google's 1,000+ most senior engineers; before that, six years at Corporate Engineering producing onboarding, self-help, and public video content at scale.

**Before Google, a decade of live national news, where multi-format storytelling ran under real deadline pressure.**

### FIT FOR INTERNAL CONTENT / EDITORIAL (INTERNAL COMMUNICATIONS)

- **Tell internal stories in whatever format makes sense:** Video (1.7M+ YouTube views across Google's engineering talent-branding portfolio), live events (a 600-person summit and quarterly 300-person forums), newsletters, and self-service curricula (75,000+ new hires, 88% CSAT).
- **High-agency production, not precious about polish:** Field-produced live from Hong Kong's Umbrella Revolution ("live from a backpack on the back of my producer"); the same scrappiness now ships broll-pipeline, a script-to-short video pipeline whose live demo is a 69-second short plus Spanish dub at \$3.32 all-in.
- **Executive-voice communications:** Wrote executive communications for Google's then-CIO Ben Fried; later built a Gemini "digital twin" of a VP's voice that cut review back-and-forth with the VP by about 70%.
- **Documented editorial standards and review workflow:** A voice-and-tone "Constitution," a banned-phrase checklist, a six-axis voice-quality rubric (voice-os), a three-tier operating model, and a triage / revise / escalate review workflow.

### EXPERIENCE

#### Internal Communications Lead

Google · Cross-Google Engineering (xGE) | June 2024 – Present

Communications lead for xGE, the horizontal org that drives technical change across Google, serving 1,000+ Principal, Distinguished, and Fellow engineers.

#### Senior-IC storytelling surfaces and operating model

- **Problem:** A 1,000+ senior-engineer community needed a communications system and one coherent story, not ad hoc sends.
- **Action:** Designed the org's three-tier communications operating model and authored its multi-channel comms strategy.
- **Impact:** The annual summit (600+ attendees), quarterly forums (300+ each), and quarterly Distinguished / Principal Engineering newsletters run on it.

#### xGE Connects, peer-led speaker series

- **Problem:** Senior engineers' expertise was not reaching the tier below in a repeatable format.
- **Action:** Designed and ran the speaker and workshop series end to end, plus the annual survey that shapes the community's roadmap.
- **Impact:** Q1-2026 sessions, hosted by Google DeepMind engineers, drew record attendance.

#### Communications-triage workflow (Apps Script + Gemini)

- **Problem:** High-volume comms intake consumed operator hours on low-complexity requests.
- **Action:** Built a triage / revise / escalate pipeline with tiered routing; handed off with a full operator runbook.
- **Impact:** Designed to auto-handle roughly 55% of inbound requests without escalation (est.).

#### Senior Communications & Content Strategist

Google · Corporate Engineering (TechStop) | April 2018 – June 2024

Owned the documentation, self-help, onboarding, and public-facing video content for a global, mixed-technical audience; a 2023 content audit lifted self-service solvability 9%, roughly 10,670 fewer tickets per year.

#### Day-One technical onboarding overhaul

- **Problem:** Live technical orientation did not scale to Google's hiring volume.
- **Action:** Rebuilt orientation into a self-service onboarding curriculum.
- **Impact:** Delivered to 75,000+ new hires with an 88% customer-satisfaction (CSAT) score.

## Public-facing video under Google's brand

- **Problem:** Engineering recruiting needed to reach an external audience at scale, in Google's name.
- **Action:** Ran the engineering talent-branding portfolio across video and editorial.
- **Impact:** 1.7M+ YouTube views across the portfolio.

## EARLIER CAREER: LIVE NATIONAL NEWS (2010 – 2018)

The engine of live news is the engine of internal storytelling: complex work made legible under deadline.

- **AJ+, Senior Producer (2016 – 2018):** Led 10+ producers; designed a day-of explainer video line (proof-of-concept: 50M+ views). Three producers I coached became on-camera principals who went on to win recognition of their own, including a Daytime Emmy (Outstanding Lifestyle Program) and a Webby.
- **HuffPost Live, Segment Producer (2012 – 2013):** Produced through the award-winning launch era (Mashable "Biggest Innovation in Media," 2012; Webby, 2013).
- **Fusion (ABC News / Univision), Senior Producer, "America With Jorge Ramos" (2013 – 2015):** Owned daily line-production on the primetime flagship through a 179% viewership-growth window.
- **CNN, Writer / Producer, "New Day" (2016 election cycle):** Wrote and produced national morning-show segments on same-day turnarounds.
- **Al Jazeera English "The Stream" · CCTV America (2010 – 2012):** Founding-team Associate Producer on the network's social-first live show; launch night (May 2, 2011; 250M households) pivoted to the bin Laden raid.

## PORTFOLIO AND PROJECTS

**Portfolio** · [thestorytellermitch.com/writing](https://thestorytellermitch.com/writing); the verbatim published AJ+ measles explainer script, 17 authored longform story pages, and redacted-verbatim Google work samples including the comms-triage operator runbook.

**broil-pipeline** · Seven-stage script-to-short video pipeline (Node + ffmpeg, ElevenLabs stack): AI narration, composed score, sound design, generated shots, multilingual dub. Public at [github.com/mitwilli-create](https://github.com/mitwilli-create).

**voice-os** · Six-axis voice-quality rubric with a codified voice "Constitution" and banned-phrase checklist, calibrated on a multi-million-word corpus; built as a coaching aid that surfaces voice deltas back to the writer.

**#FreeAhmed (April 2026)** · Part of the effort to free detained journalist Ahmed Shihab-Eldin: released after ten days, acquitted on the central charge.

## EDUCATION

**BA, Journalism** | Indiana University Bloomington

## CERTIFICATIONS

AI Fluency · Claude 101 · Agent Skills · Model Context Protocol · Skill Builder (Opus cohort) | Anthropic | 2026

## SKILLS

**Content, Media & Internal Communications:** video and live-broadcast production, script-to-short AI pipelines, social-first format design, run-of-show production, on-camera talent coaching, executive-voice drafting and ghostwriting, internal-comms strategy at engineering scale, editorial standards and review workflows, voice and tone calibration.

**Applied AI:** agent design (Apps Script + Gemini, Node.js), AI narration and dubbing (ElevenLabs), Claude Code / MCP, prompt engineering.