

2252 Moser Street
Moscow, Idaho 83843

October 19, 2023

Dear Search Committee,

I am writing to express my enthusiastic interest in the COS/CAA Communications and Marketing Strategist position. With a wealth of communications and marketing experience in my past, and an exemplary record in my current position with the exact responsibilities - strategic communications, marketing, and brand management- I am confident in my ability to excel in this role.

As the current Marketing Manager for University Communications and Marketing at the University of Idaho, I enact the work of a Communications and Marketing Strategist, Manager, Producer, and Writer daily. In 2018, I began working as Communications and Marketing Manager for the Library and OIT. Then in January 2020, UCM had the need for my skills, so I was moved up to central marketing, and I worked for about 2 years under a *Campus Marketing Manager* job description, and the most recent two years I have been working under a *Brand Marketing and Communications Manager/Strategist* job description. Indeed, I have been the main source for robust integrated, traditional, and digital brand and campus marketing strategy development and campaign execution at the University of Idaho for about the last 3.5 years. My skills and expertise make me well-prepared to effectively lead as your Communications and Marketing Strategist.

Your job description perfectly aligns with my experience, and I would like to highlight the key qualifications and experiences that make me an exceptional fit for this position:

1. Strategic Communications: Throughout my tenure at the University of Idaho, I have been responsible for developing and implementing comprehensive communication strategies that align with the university's goals and objectives. These strategies have consistently achieved outstanding results, enhancing our brand influence and reputation, and specifically contributing to the record-breaking enrollment of Fall 2022 and this year's second largest enrollment, as well as obtaining the Idaho Business Review's vote of Best Four-Year University in Idaho. The "Cozy SZN" marketing strategy I developed was to increase enrollment from California by informing them of interests they cannot fulfill in their area of California, such as a beautiful snowfall, cozy snowy fire-side scenes, wearing hats, scarves and gloves, and an ivy-clad, winter-wonderland campus environment. It is still the highest performing digital ad campaign of all time for U of I.

2. Marketing Expertise: My role at the University of Idaho requires a deep understanding of market analysis to inform our marketing strategies. I have successfully crafted and executed multi-channel marketing campaigns, which led to a significant increase in brand visibility and recognition, which has led to more enrollment and engagement. When the Vandal candy bar came out, it was my campaign (Because the World Needs More Sweetness) that sold over 12K candy bars in two months by channeling support for U of I after the tragic event last November, because of the campaign's philanthropic focus. Also, when the Lionel Hampton Jazz Festival had to go online in 2021, it was my strategy and digital campaign that drove people to virtually experience the workshops and concerts in record numbers. We had jazz enthusiasts and students join from 43 states and 10 countries and engaged 1000 new users to the U of I website.

3. Project Management: Managing multiple projects with competing deadlines, ensuring accuracy, and attention to detail are core aspects of my current role. I have consistently prioritized and delivered projects on time and within budget. Even with designers out on parental leave and knee surgery, and two unfilled positions in the UCM Marketing org chart (Marketing Writer, Brand Manager), I have managed to keep my stakeholder's projects and collateral creation moving along appropriately.

I have a Bachelor of Science degree in Education, which is essentially a degree in the foundational philosophy of communications and marketing, and over 15 years of experience in marketing and integrated communications. My experience also extends to producing and editing informational and persuasive collateral including video, developing and measuring the impact of marketing and communications plans, and collaborating effectively with diverse internal and external constituents. I have also worked in higher education for 16 years (8 years as an affiliate of the U of I Dance Program in the PEB, 2 years at WSU, and 6 years with UCM) and have a proven ability to translate technical and specialized information for public understanding (Alturas Analytics- bioanalytical lab, Pitkin Nursery, OIT). I am accomplished in SEO, analytics, digital ads (Meta, LinkedIn, Google) and social media management.

My experience in media relations has contributed to a strong media presence for the signature events I promote such as the Lionel Hampton Jazz Festival, Holiday Jazz Choirs Concerts, Moscow Chamber Block Party, The Amazon Prime College Tour Red Carpet Event, Made By Us/Buy Local Sponsorship, Vandals in Town, and many others. I have good and long-standing relationships with local media; a free event deserves a public service announcement!

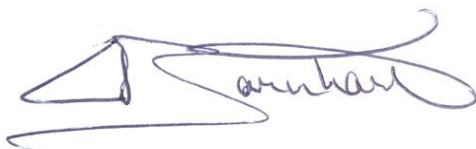
I am proud to have made significant achievements, including elevating the university's reputation through effective airport, town & gown, and out-of-home digital and traditional ad campaigns, all aligning with a strategy I developed for the purpose. I lead diverse teams to achieve strategic goals and have the experience to know how to streamline tasks to prevent information overload - which is a common problem when enacting large, multi-channel campaigns with many different stakeholders.

From a postcard for Dual Credit, to a robust integrated campaign for CAA, to a comprehensive communications and marketing plan for COS, to many digital marketing campaigns for CLASS Online Degrees, to promoting the vote for the official U of I Vandal Tartan design and its subsequent sales, to writing for newsletters, hundreds of websites and promo videos, news releases, and fundraising letters, I have the experience you are looking for. I am also a champion of the 'get it done on time and do it right the first time' mentality.

I am eager to bring my experience, skills, and passion for strategic communications and marketing to the College of Science and the College of Art and Architecture.

Thank you for considering my application. I look forward to the opportunity to discuss how my strategic expertise and skills align with your needs. Please feel free to contact me at 208-596-7786 or cbarnhart@uidaho.edu.

Sincerely,

A handwritten signature in blue ink, appearing to read "C. Barnhart", with a large, stylized flourish extending to the left.

Cindy Barnhart
UCM Marketing Manager, University of Idaho
Communications - Marketing – Strategy – Production - Leadership