

Communications and Marketing Strategist

Strategic and forward-thinking Communications and Marketing Strategist, Manager, and Producer with a proven track record of driving brand growth through innovative digital and traditional advertising strategies.

Demonstrated expertise in strategic communications and marketing integration to elevate brand influence. A results-driven professional adept at directing and executing purposeful campaigns to engage precise audiences for designated objectives. Experienced in all facets of communications, marketing, fundraising, business development, and public relations. Known for developing and executing multi-dimensional marketing strategies that achieve sustained success across diverse audience segments. Trusted advisor to leadership, departments, and colleges, and adept liaison between college stakeholders and University Communications & Marketing (UCM).

Expertise

- Strategic Communications
- Marketing Campaigns (Integrated, Traditional, Digital)
- Project Management and Prioritization
- Content Creation and Editing
- Collaboration and Interpersonal Skills
- Market Analysis
- Brand Strategy
- Public Relations
- Higher Ed Brand & Marketing Management
- Town & Gown Initiative Development and Direction
- Technical Communication
- Media Relations
- Collateral Production
- Audience Targeting
- Innovative Marketing Tactics

Experience

University of Idaho, Moscow, ID

2018 – Present

Brand, Campus, Library and OIT Marketing & Communications Manager and Strategist

Communications and marketing strategies aligned with brand priorities and initiatives to accomplish objectives. Maximize campaign effectiveness by monitoring and reporting performance. Maintain continuity for future initiatives by conducting after-action reporting.

- Provided counsel to university leaders in vision-driven strategic planning by offering high-level communications and public relations guidance.
- Strengthened connections between the university and community by implementing a “town & gown” initiative, and development and creation of project brief, website, video, printed material, and execution of rollout.
- Increased university enrollment and brand recognition by crafting robust communications and marketing content strategies, leading cross-campus execution teams.
- Achieved desired objectives across diverse audience segments and set the stage for sustained success across four colleges by developing/executing effective marketing and communications strategy, including large budget campaigns for enrollment, accomplishing established objectives. (enrollment)
- Co-Administrator or Administrator on 11 University of Idaho, non-profit org, and business social media accounts

Led marketing and communications functions for biotech company as a vital member of the business development team. Promoted consistent business growth by successfully attracting new contracts and maintaining existing ones for bioanalytical research. Drove significant brand growth by setting new benchmarks for KPIs and team hires.

- Played a pivotal role in achieving record-breaking growth and revenue milestones for Alturas in 2016 and 2017.

Managed extensive communication and marketing tasks for fundraising initiatives. Played integral role in achieving key university objectives by leading development for a range of major gift priorities. Gained competitive advantage through creation of effective messaging and marketing strategies, while overseeing relationship management efforts.

- Ensured revenue growth by launching official WSU Tartan (remained a top-selling product).
- Drove notable 35% increase in contributions by elevating public/alumni relations and major gift fundraising efforts.
- Expanded corporate sponsorships by cultivating trust-based partnerships with prominent alumni and leading apparel corporations, including Nordstrom, ExOfficio, Eddie Bauer, Brooks Sports, Speedo, and Zumiez.

Key Highlights

- **Launched the strategic "Because the World Needs More Sweetness" campaign** to channel support following the tragic event in Moscow; providing a crucial outlet for the U of I community. 100% of proceeds donated back to the University of Idaho, emphasized the campaign's philanthropic focus.
Directed all aspects of the successful holiday promotion and sale of nearly 12K Vandal Bars by the Idaho Candy Company within the planned two months of December 2022 and January 2023. Proceeds went to U of I.
- **2021 VIRTUAL Lionel Hampton Jazz Festival Digital Marketing Campaign** (due to COVID)
The marketing strategy drove over 1,000 new users to the U of I website and the new website visitors attended the Jazz Fest workshops and concerts in record numbers. People from 20 different countries and 43 states experienced the festival, including 153 different schools from 10 countries including the U.S. and Italy, Canada, UK, Australia, Germany, Latvia, Mexico, Peru, and Turkey.
- Impressive 0.38% (overall) CTR! (benchmark is 0.10%)
- **The Strategic "Cozy SZN" digital ad campaign** is the highest performing digital ad campaign of all time. Google Organic Performance Trending CTR for Nov 1-30, 2021 was 2.43%! It settled into a lower CTR as time went on but was still way above the benchmark and contributed to an exponential increase in CA students for fall 2022.
- **The 2023 Vandals in Town Strategic Initiative** includes direct email, phone calls, a website with all dates when Vandals will be in town, face-to-face comms, 40+ local businesses, all hotels received banners and branded key cards, all member businesses received a free t-shirt for every employee, and received testimonials from parents, students, and the involved businesses in town. The strategy was to get the hospitality businesses to join with us as "front-line recruiters" for in-person attendance at the U of I Moscow campus. It has been a huge success.
- **Favorite Projects:** CLASS Online Degree Program Recruitment Campaign, CAA Boise Recruitment Campaign, My Library Campaign, IBR "Thank You Idaho" Campaign, Internal Campaign – Vandals Recycle, Digital Ads in the So. Idaho High Schools – Next Grad Campaign, SMART Transit Campaign for Student Success, Amazon Prime Series The College Tour University of Idaho Red Carpet Event, The University President's Crisis Handbook "Book Tour", First Year Fame Student Profile Project, Black and African American Cultural Center internal campaign, Boise Airport and Spokane Airport Campaigns, + more

Additional Relevant Experience

Member, Moscow Arts Commission

2018 - Present

Serving second term on the commission whose mission is to enrich the community by celebrating and cultivating the expression of all forms of art and culture. As advocate for the arts, my goals are:

- Provide innovative, cooperative, and accessible programs that are responsive to the needs and emerging opportunities in our community.
- Support artists by creating opportunities for their work to be experienced and their value recognized.
- Promote an understanding of the economic value of the arts to the community.

Festival Dance & Performing Arts, University of Idaho, PEB, Moscow, ID

2006 - 2013

Executive Director

80% increase in contributions from individuals, 40% increase in sponsorships, 37% increase in income from foundations. Rebuilt \$250K-350K budget annually every year.

Oversight of a faculty and staff totaling 12 individuals, as well as strategic planning and implementation, reporting, monitoring of standards and best practices, and compliance for an educational academy and performance series. Worked with the U of I and WSU student entertainment boards to give free tickets to students, local granting agencies, and the performance series was funded by every local and federal arts and education grant agency.

Treasurer, GMC Foundation Board, Board of Directors

2003-2013

Gritman Medical Center

Treasurer, Finance/Investment Committee Chair, Major Gifts Sub-Committee Chair, Fundraising Committee, Innovation Committee (Marketing), Steering Committee, Annual Giving Committee