



## **PROFESSIONAL EXPERIENCE**

### ***Director of Marketing and Communications, Oct. 2010 – Present***

*Pennsylvania College of Health Sciences, Lancaster, Pa.*

- Responsible for planning, coordinating, and evaluating all comprehensive marketing and communications strategies/tactics to achieve institutional goals and objectives
- Direct all marketing and communications programs and services including managing two partner marketing vendors, brand/reputation management, advertising, web and digital communications, SEO, graphic design, photo/video shoots, publications and print materials, internal and external communications, social media, PR and media relations, and crisis communications
- Led College strategic rebranding initiative, including internal/external qualitative/quantitative market research, positioning strategy, brand promise formation, name change, logo, responsive website, all of which resulted in a 22% enrollment increase one year following the brand launch
- Developed and maintained a departmental dashboard for tracking key performance metrics to guide operational decision making
- Served as member of Risk Management Team collaborating with Board of Trustees to identify top institutional risks; developed risk registers and mitigation plans
- Deliver presentations to Board of Trustees, President's Cabinet, faculty, and staff

### ***Director of Alumni Relations, Dec. 2006 – Oct. 2010***

*Bridgewater College, Bridgewater, Va.*

- Set the overall vision and direction for and led the of Office of Alumni Relations, including strategic marketing, communication initiatives and event planning to increase alumni engagement
- Developed and implemented a strategic communications plan including market research, benchmarking, SWOT analysis, mission/vision statements, tagline and goals and objectives
- Served as the Executive Director of the Bridgewater College Alumni Board of Directors and inspirationally lead various other volunteer boards, advisory councils, and committees
- Conducted assessment and evaluation of all alumni events, programs and services including performing event cost analyses and implemented cost saving measures
- Wrote, coordinated, and produced print, Web and award-winning electronic communication pieces including development of an alumni social media presence
- Utilized market research to revamp Homecoming events resulting in 60% increased participation

### ***Vice President of Operations, July 2005 – Dec. 2006***

*Stow Away Self-Storage, LLC, Harrisonburg, Va.*

- Generated and implemented start-up marketing plan to target diverse customer base including local, student, and long-distance clientele
- Created and implemented interactive website including developing and writing content, templates, web standards, navigational structure, photography, overall design, and online reservation forms
- Developed administrative systems, internal/external marketing, company policies and procedures
- Crafted brand identity via company name, logo, corporate identity package and facility design
- Developed assessment tools to evaluate customer satisfaction and track marketing ROI

### ***Assistant Director of Alumni Relations, Sept. 1999 – June 2005***

*James Madison University, Harrisonburg, Va.*

- Managed brand identity of JMU Alumni Assoc. and the Office of Alumni Relations through creation of all marketing and communications pieces including four-color magazine inserts and ads, alumni chapter mailings, homecoming and reunion brochures, newsletters, and event invitations
- Developed award-winning Alumni Assoc. brochure to promote services, features, and benefits
- Increased subscribers of monthly e-newsletter by over 1000%; improved quality, content, and features-including offering a web-based version with digital photos
- Increased web traffic to JMU alumni website by 56% in 5 months following site redesign
- Improved JMU state license plate program by increasing scholarship revenue by more than 120% over a three-year period through implementation of marketing plan to meet fundraising goals

### ***Senior Graphic Designer, July 1998 – Sept. 1999***

*Eastern Mennonite University, Harrisonburg, Va.*

- Coordinated, produced, and managed jobs which included meeting with departments for marketing strategy development and project consultation throughout the design process
- Performed design and layout of alumni magazine, brochures, newsletters, posters, flyers, advertisements, and other print materials; also limited writing, editing, and proofing

### ***Adjunct Instructor (Developed curriculum for and taught ART 342), Spring Semester 1999***

*Eastern Mennonite University, Harrisonburg, Va.*

### ***Assistant Director of Communications/Graphic Design, May 1995 – April 1997***

*Asbury Theological Seminary, Wilmore, Ky.*

- Coordinated, produced, and managed jobs which included meeting with departments from project consultation through the design process to finished printed material
- Designed and laid out alumni newspaper, four-color magazine, brochures, and newsletters
- Restructured and designed website, including creation of support graphics

## **AWARDS AND RECOGNITION**

- Cuppie Awards: Greater Good Ad Campaign (Silver), CUPRAP, 2020\*
- Cuppie Awards: Instagram Story (Bronze), CUPRAP, 2020\*
- Cuppie Awards: Spotify Ad (Silver), CUPRAP, 2020\*
- Telly Award: Advertising (Silver) – Outdoor, The TELLY Awards, 2018
- Telly Award: Advertising (Silver) – Print, The TELLY Awards, 2018\*
- Telly Award: Online Video (Bronze) – Recruitment Video, The TELLY Awards, 2015\*
- Session Presenter, Education Dynamics, Conference, "Life After Launch: Measuring Your Institutional Brand," 2014
- Session Presenter, CASE District III Conference, "Small School, Big Voice – Making Your Size Work For You," 2010

*\*Produced in conjunction with partner vendor, JPL, of Harrisburg, Pa.*

## **EDUCATION**

2022 Certified Digital Marketing Professional Course, Digital Marketing Institute

2014 M.B.A., Lebanon Valley College, Annville, Pa.

1994 B.A., Messiah University, Grantham, Pa., *Major: Art (graphic design concentration), Minor: Business (marketing concentration)*