

EXECUTIVE SUMMARY

A strategic communications and organizational development expert with 13 years of experience developing and executing communications strategies, engaging stakeholders to drive organizational missions forward, and managing organizational change. A proactive and collaborative partner who is passionate about using information to energize complex organizations.

FUNCTIONAL EXPERTISE

- Planning Strategic Communication Programs
- Engaging Key Stakeholders and External Partners
- Communicating across Multiple Channels
- Leading and Managing Organizational Change
- Coaching and Supervising People
- Developing Print and Web Content

FUNCTIONAL EXPERTISE DEMONSTRATED

UNIVERSITY OF IDAHO (COLLEGE OF EDUCATION)

2017 – Present

One of 13 colleges at the flagship public research institution of the University System of Idaho, the College of Education has 100 tenured-track faculty, 2,000 full-time students (50% post-graduate), and 38,000 alumni.

Director of Communications and External Relations (2017 – Present)

Successfully directed the communications function for the Office of the Dean of the College of Education, planning and tracking an annual budget of \$200,000, leading a full-time staff of 6, and consistently positioning the College as a leader in pedagogical methods. Also acted as Interim Director of Alumni Relations and Interim Director of Fundraising.

- **Planning Strategic Communications Programs:** Spearheaded the messaging for the College and the Dean, crafting talking points for the Dean and senior faculty members, drafting and placing opinion pieces with various media outlets, and broadcasting components of the College's position across its newsletters, blogs, and social media platforms. E.g. anticipated the publication of a study by the National Council on Teacher Quality, a Washington-based think tank, that assigned failings in K-12 education to institutions like the College of Education by preparing and executing a strategic communication initiative college-wide.
- **Engaging Key Stakeholders and External Partners:** Proactively engaged key internal stakeholders (e.g. personnel in other colleges, Systems personnel, and student leaders) and external partners (e.g. members of the State legislature, newspaper editors and alumni) with personal outreach efforts, the publication of newsletters, the production of special events, and other tactics to promote the College's mission, attract resources, and cultivate goodwill. E.g. directed communications during the final years of fundraising campaign that ultimately attracted over \$12 million for the College's general fund.

Assistant Director of Communications (2015 – 2017)

Assisted in the leadership of communications activities for the Office of the Dean, coordinating messaging across a variety of media, managing strategic events, and developing both print and web content.

- **Leading and Managing Organizational Change:** Developed and deployed the Dean of the College's messaging following a landmark mandate by the Provost of the College ordering a departmental consolidation that ultimately folded 7 departments into 3. Acted as program manager for multiple committees responsible for realizing the mandated changes, supervising the rollout of key committee decisions across the College.
- **Developing Print and Web Content:** Drafted marketing collateral, developed regular content for the

College's various media channels, and positioned of the College's brand to align with its mission. E.g. oversaw a complete overhaul of the College's website—a \$150,000 initiative—and drafted 10 major gift proposals.

UNIVERSITY OF MISSISSIPPI (LIFE SCIENCES INSTITUTE)

2009 – 2014

Opened in 2003, the LSI is an initiative of the University of Michigan's Board of Regents with the mission of improving health through the collaborative efforts of 25 faculty from varying fields of science.

Program Manager for Strategic Affairs (2012 – 2014)

Hand-picked by the Scientific Director of the Institute to develop regular web and print content, to produce special literature and promotional collateral for public consumption, and to manage special projects.

- **Developing Print and Web Content:** Drafted regular press releases, articles for University publications, and web content, focusing on publishing the Institute's discoveries in language suitable for non-specialists.
- **Coaching and Supervising People:** Led a cross-disciplinary team tasked with revamping the Institute's web presence, managing a budget of \$80,000 and leading collaborators with backgrounds in IT, business development, and academic administration.

Development Officer (2010 – 2012)

Performed the full suite of duties related to cultivating investment in the Institute, inclusive of drafting proposals for and soliciting major gifts, managing relationships with key stakeholders, creating collateral used in a variety of print and digital formats, and processing gifts from donors.

- **Engaging Key Stakeholders and External Partners:** Selected to lead the development of the Institute's Innovation Fund. Performed all duties related to the campaign, inclusive of drafting proposals, soliciting alumni and members of the business community, and successfully raising \$1.5 million for the Institute.

Administrative Associate (2009 – 2010)

Performed a variety of support duties for the Managing Director of the Institute and for its committees.

- **Developing Print and Web Content:** Created a variety of reports and presentations for the Institute's Managing Director and its committees. Also conducted benchmarking studies to support committee work.
- **Planning Strategic Communications Programs:** Led the execution of tactical strategies related to demonstrating science's value to society, including the development of a new course, *The Business of Biology*, which was offered to students pursuing a variety of degree programs by the University of Michigan's Ross School of Business. Initial enrollment in the course was strong and it is still offered today.

PREVIOUS ROLES

Staff Assistant—University of Mississippi Medical School (2007 – 2009)

Office Manager—University of Mississippi Health System (2006 – 2007)

EDUCATION

MBA (Marketing, Decisions, and Operations) 3.87 GPA. University of Idaho (Boise, ID)

BA (Finance) Magna Cum Laude, 3.89 GPA. Eastern Michigan University (Ypsilanti, MI)

OTHER RELEVANT INFORMATION

Computer skills: MS Office Suite, SPSS, SAS, Python Programming, Arena Simulations